SALES & MARKETING MANAGEMENT

DECEMBER 1991
A BILL PUBLICATION
FOUR DOLLARS

1991 SOFTWARE DIRECTORY

HIGHLIGHTING MORE THAN 600 PRODUCTS IN 37 CATEGORIES

MARKET RESEARCH
The Voice of The Customer

BOOKS
The Marketer's Essential Library

SALES PRODUCTIVITY
Service: Is It Worth the Effort?

DECEMBER 1991
A BILL PUBLICATION
ESTABLISHED 1918

SALES & MARKETING MANAGEMENT

32

COVER BY PPG INTERNATIONAL/JC F. AMBROSE

FEATURES

32 THE VOICE OF THE CUSTOMER
Statistics may be impressive, but when was the last time you sold something to a number?

38 THE MARKETER'S ESSENTIAL LIBRARY
Barbarians at the gate, predators having a ball, and liars playing poker—what business books do marketers *really* need to read? *S&MM* editors offer their personal picks.

46 SERVICE: IS IT WORTH THE EFFORT?
Is your sales force spending its time as efficiently as it can? Here's a formula for finding out.

SPECIAL SUPPLEMENT—SALES & MARKETING SOFTWARE

52 AUTOMATION: "VENI-VIDI-VENDOR"
They came, they saw—but vendors of sales and marketing automation software will have to successfully predict the future before they can finally conquer their toughest market.

59 DIRECTORY OF PC-BASED SALES & MARKETING APPLICATIONS SOFTWARE
Our eighth annual guide, highlighting more than 600 packages in 37 different categories.

DEPARTMENTS

5 THE RACE
6 LETTERS
8 SALES FORCE MANAGEMENT
12 TRAVELERS' NETWORK
20 YOU SAID IT
27 SHORT TAKES
110 BUSINESS ETIQUETTE
111 MOTIVATION
112 SIGNIFICANT TRENDS
114 OFFBEAT MARKETING
116 SALES MART
118 AD INDEX
119 WORTH WRITING FOR

SALES & MARKETING MANAGEMENT

EDITOR: Richard P. Kern

MANAGING EDITOR: William Keenan Jr.
EXECUTIVE EDITOR: Louise I. Driben
GENERAL EDITOR: Martin Everett
COPY EDITOR: Wendy Svanoe
SENIOR EDITORS: Thayer C. Taylor, Arthur Bragg, Bill Kelley
SENIOR ASSOCIATE EDITORS: Richard Szathmary, Bristol Voss, Betsy Wiesendanger
ASSOCIATE EDITORS: Melissa Campanelli, Kerry Rottenberger
ASSISTANT EDITOR: Pearl Reid

ART DIRECTOR: Charles P. Doherty
ASSOCIATE ART DIRECTOR: Michael Dumycz
PRODUCTION EDITOR: Dorothy McFeely

CONTRIBUTING EDITORS: Afterthoughts, Mauri Edwards; Business Etiquette, Ann Marie Sabath; Cooperative Advertising, Ed Crimmins; Market Analysis, Edward J. Spar; Meetings, Homer Smith; Motivation, Thomas L. Quick; Sales Force Management, Jack Falvey; Travelers' Network, Gerald A. Michaelson

PUBLISHER: Howard M. Neibart

PRODUCTION MANAGER: Joann De Palma
ADVERTISING PRODUCTION MANAGER: Rosann Virgili
MARKETING DIRECTOR: Marilyn Rosen
CONTROLLER: Joseph J. Furey

ADVERTISING: 212-986-4800, x2254
SUBSCRIPTIONS: 215-630-1549
SURVEYS; CATALOG PRODUCTS: 800-253-6708
SINGLE REPRINTS: 313-761-4700
MULTIPLE REPRINTS: 201-423-3600
PERMISSIONS; ARTICLE SEARCH: 212-984-2400
BACK ISSUES: 212-984-2397

VOL. 143, NO. 15 *Sales & Marketing Management* ISSN 0163-7517 is published monthly except in June, August, and October, when it is published twice a month, by Bill Communications Inc., 633 Third Avenue, New York, NY 10017. Canadian Post International Publications Mail (Canadian Distribution) Sales Agreement No. 546275. Telephone: 212-986-4800. Copyright 1991 by Bill Communications, Inc. All rights reserved. Subscriptions in the U.S. and its possessions, $48. Canada, $62 (U.S.). Foreign, $77 (U.S.). Allow 4 to 6 weeks for first issue to arrive. Second Class Postage paid at Strasburg, Va. Postmaster: Send address corrections to *Sales & Marketing Management*, Subscription Service Department, P.O. Box 1025, South Eastern PA 19398-9975. Member of the Business Publications Audit of Circulations and member of the Association of Business Publishers.

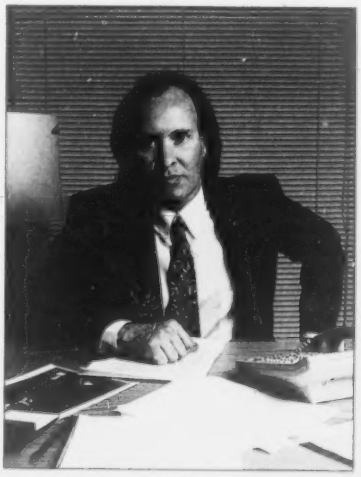
Authorization to photocopy items for internal or personal use, or the internal personal use of specific clients, is granted by *Sales & Marketing Management* for libraries and other users registered with the Copyright Clearance Center (CCC) Transactional Reporting Service, provided that the base fee of $3 per copy is paid directly to CCC, 21 Congress St., Salem, MA 01970. (0273-9313/81 $3). This permission does not apply to the annual *Sales Manager's Budget Planner*, *Survey of Buying Power*, or *Survey of Media Markets* issues, nor does it extend to other kinds of copying, such as for general distribution, resale, advertising/promotional purposes, or creating new collective works. Special requests should be addressed to Kerry Rottenberger at *Sales & Marketing Management*.

U.S.A. Newsstand Distribution by Eastern News Distributors, Inc., 1130 Cleveland Road, Sandusky, OH 44870.

ABP BPA

THE RACE

DEATH OF A BOOKWORM



Just like the plumber who doesn't want to fix a clogged sink when he gets home—or an auto mechanic who runs the other way when he sees his neighbor's car in the driveway with the hood up—the last thing I want to do after a hard day at the office is to go home, put my feet up, and read.

You may find this disturbing. I know I do. But the fact is, I'd probably be more inclined to clean out the garage or paint the house. Fortunately, I live in a New York City apartment, so these aren't among my leisure-time options. But you get the idea. By the time I've finished 8 or 10 hours of editing stories, writing letters, scanning a couple dozen magazines and three or four newspapers, and sitting through a two-hour meeting where a bunch of people sit around and *talk* about writing and reading and editing, the thought of reading—even if it's purely for pleasure and I get to choose the subject matter—well, let's just say that *Green Eggs and Ham* and *Horton Hears a Who* is about all I've been able to manage lately. And that's only out deference to my 2-year-old. Parental responsibilities and all that.

And this is really too bad, because I used to enjoy reading. I come from a long line of book lovers and readers. My wife and I met while we were both working in the graduate library at Cornell. My mother easily runs through a best-seller a week. My great-grandfather was a published poet. My parents are antiquarian book dealers. In fact, I'm one of their best customers. I collect books. I hang out in bookstores. I think books are important. Which makes it all the more disconcerting that I've developed this aversion to reading them.

So when we came up with the concept for this month's book-review feature, I don't mind telling you I was a little worried. I suddenly felt like I was back in junior high. My favorite business book? You might as well have asked for my favorite recipe for Spam. I just didn't have one. I considered the old *Cliff Notes* ploy, but I figured that would be cheating. Anyway, nobody would've believed that my favorite business book is *Crime and Punishment* (although when you think about it…).

So I did what anyone in my position would do—I forced myself to read a book. And you know what? I enjoyed it. In fact, I'm considering reading another one. I'm going to ease into it, of course. Wouldn't want to strain myself or anything. Something with a lot of pictures.

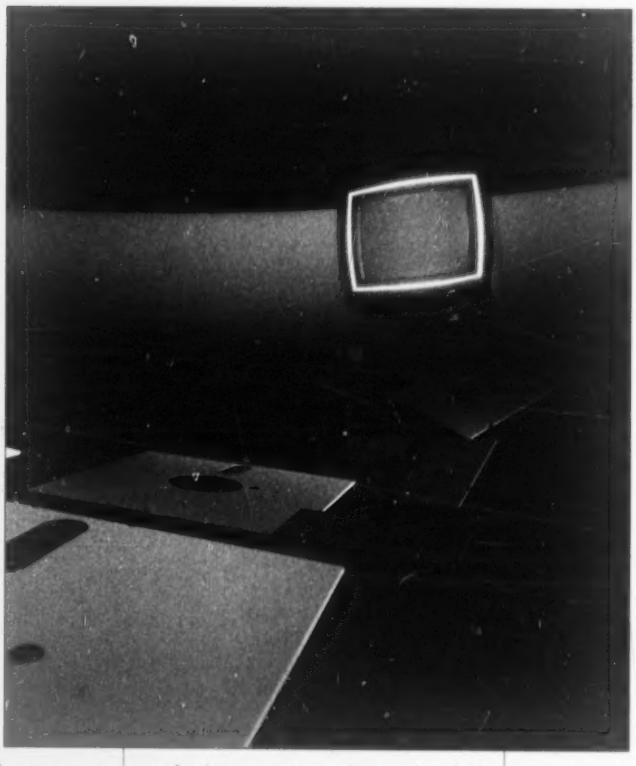
Is there a Dr. Seuss in the house? Maybe *The Cat in the Grey Flannel Hat*?

Richard P. Kern
Editor

AUTOMATION: "VENI-VIDI-VENDOR"

They came, they saw—but vendors of sales and marketing automation software will have to successfully predict the future before they can finally conquer their toughest market.

BY THAYER C. TAYLOR
SENIOR EDITOR



PPG INTERNATIONAL/MICHAEL SIMPSON

Is today's sales and marketing automation (SMA) software truly helping sales and marketing professionals do their jobs more effectively and efficiently? And, if so, is it likely to lead to greater productivity in the future?

To find out the answers to these questions, *S&MM* contacted a number of software vendors specializing in SMA programs and asked them to comment on excerpts from *The 1990/91 Guide to Sales and Marketing Automation*, published by Information Systems Marketing (ISM), Washington, D.C. The report, authored by ISM president Barton Goldenberg, was based on a six-month market study that looked at more than 600 SMA software packages; scores of users in the corporate sector were interviewed as well.

Basically, Goldenberg's comments revolve around three main theories concerning the perception and use of SMA software programs:

1. Today's SMA software dwells exclusively on providing operational sales tools and fails to address the more significant aspects of SMA—namely, the need for valuable competitive, customer, and marketplace data.

2. What sales and marketing people want is SMA software that fully integrates the needs of four groups of people: top management, sales and marketing management, sales and marketing personnel, and their clients.

3. To meet the needs of the marketplace in the 1990s, SMA software will need to include the following essential components: sales assistance, customer care, and marketing and executive intelligence.

Twenty-two leading SMA vendors participated by offering their views on these and other related subjects.

SMA INTEGRATION

The sharpest split among vendors arose from Goldenberg's second assertion, "Sales and marketing people want SMA software that fully integrates the needs of top management, sales and marketing management, sales and marketing personnel, and their clients." In all, 59% of the respondents agreed; 41% disagreed.

At least one software vendor wondered if that degree of integration won't lead to information overkill. "What sales and marketing people want is sales—period," says Gregg Sanderson, president of Breakthrough Productions in Nevada City, Cal., and marketer of Market Master for the Macintosh. "Top management gets plenty of information from accounting reports. There's little that sales and marketing software can add without duplicating what's already there. Sales and marketing management can get what they need from accounting data, combined with a good forecasting algorithm."

Sanderson goes on to note that what sales and marketing personnel need is "something that will help them make more sales, not turn them into data entry clerks for the benefit of other departments. If sales and marketing software can help them do that, they'll use it. If not, they won't bother with it no matter how many directives they get from on high."

The needs of the client relate directly to the needs of the salespeople,

Sanderson suggests, and they are: "Good reliable notification at reorder time, personal attention, and special deals. Software can be helpful here, but usually a notebook and desk calendar can do the job just fine. The old industry motto, 'If we can computerize, we must,' doesn't apply to salespeople."

In addition to the threat of overkill, many vendors fret that the goals of the four groups Goldenberg cites might be in conflict.

Tom Flaherty, president of Richmond Technologies & Software, Barnaby, British Columbia, marketer of Maximizer, had this to say: "The major focus of good salespeople is their own achievement and the needs of their clients. However, they're driven to spend paperwork time satisfying the information needs of their own management and top management."

Other vendors tend to agree. "Sales and marketing people want software that helps them first and that serves other needs only after their needs are met," contends Tim Berry, president of Palo Alto Software in Palo Alto, Cal., marketer of Sales & Marketing Forecasting Toolkit. And an SMA vendor from Albuquerque, N.M., adds that "many times, the needs of the four groups conflict or are mutually exclusive. Therefore, software that fully integrates their total needs may be technically possible, but it's politically unfeasible."

CONFLICTING NEEDS

The remarks of some vendors indicate that if integration is to succeed, a selling job must be made to convince the salesperson of the benefits he or she will derive. For example, a Mankato, Minn., software vendor insists that integration "may be management's view, but the user doesn't get excited about gathering input data for the corporation. To be of value, the tools, hardware, and software must help the salesperson personally make more money in fewer hours."

Top management also needs to be educated on the merits of integrated SMA software, say vendors. "It's what they should want, but they don't know it," contends Christopher J. Stockwell, vice president of marketing for Marketing Information Systems, Evanston, Ill., marketer of Marketing and Sales Management. "They don't know what they want because they have no expertise in large-scale automation. Data processing can't help them because it has its own busy agenda. So they read about little inexpensive PC software in sales magazines and assume this will work, when in actuality it only serves to institutionalize decentralized information and keep their budgets low."

Stockwell's views are supported by Mark LeVell, president of TeLeVell, Santa Clara, Cal., marketer of TeleSell. Says LeVell: "I've based my company on that very premise and look forward to the day when the buying public catches up with the technology we have." That day, says LeVell, is being pushed back, however, by the fact that "management typically turns the software selection process over to their most technically literate salesperson, whose goals and objectives are very different from—and don't necessarily include—those of management. Management should make the first pass, narrow the field down to two or three packages that have the broad capabilities management needs, then let the salespeople finish the job."

Even those who agree with Goldenberg's prognosis that integrated SMA will be a trend in the 1990s see some real-world problems slowing acceptance. "In theory, there's no argument with integrating the needs of the four groups," says Ronald Ackerman, vice president of regional sales at Jeb Systems, Merrimack, N.H., marketer of Marketing Management System. "However, when prospects begin to

Profiling the SMA Software Vendor Market

Until very recently, SMA vendors struggled on an unfriendly sales terrain as they tried to introduce computers to the last great holdout in the corporate hierarchy—the sales department. Dealing with an area where the last big technological breakthrough may have been the invention of the automobile, vendors haven't had an easy time of it, particularly given their small size (their ranks are heavily populated by recent startups) and equally small budgets.

Their grand expectations of future growth, however, are anything but small according to a report on SMA published by Information Systems Management (ISM)—a blistering compound annual growth rate (CAGR) of between 55% and 60% in the 1990-95 time frame. And while some "bragging" is probably inherent in these figures, the projected growth rate is probably not that far out of line—despite the fact that market researcher Dataquest predicts that total PC software sales in the U.S. will rise from $2.5 billion in 1990 to $4.2 billion in 1995, for a CAGR of just over 10%.

Why the disparity? For one thing, vendors are positioned in the early stages of what will be a boom market—certainly one that will vastly outdistance overall PC software industry growth—over the next five years. Jeffrey Tarter, editor-publisher of *Soft*Letter*, a leading PC industry newsletter, points out that "this kind of growth isn't unusual for companies that sell to a niche market that's in the early stages of a rapid growth trajectory."

Tarter also notes that the average growth for firms in his own eight-year-old annual directory of the 100 leading PC software companies has been around 40%, which he says shows that the 55% to 60% figures being tossed around by SMA vendors "aren't out of reach."

Despite their heady projections of revenue growth, however, vendors may be hedging their bets on SMA software somewhat. While 50% report their share of revenues from sales and marketing users rose over the last three years, 47% expect this ratio to remain unchanged in the future, while only 37% expect it to expand.

This may be due to the fact that even though vendor reps spend more time with sales and marketing chiefs than with any other title (91% vs. 68% for owners and 64% for national sales managers, the second- and third-largest groups, respectively), they note that SMA still doesn't make for an easy sell, despite the industry's gathering

momentum. In fact, more than three-fourths (77%) say an educational/missionary sell is required, and more than half (57%) say they still encounter resistance when they make their initial overtures.

On the other hand, vendors are either polishing their selling skills considerably or overstating their problems vis-à-vis prospect resistance, because they also report that they've cut the sales cycle in half—from a median of six months three years ago to just three months today.

Other findings from the ISM report that are particularly revealing include the following customer-related issues:

1. Improved productivity. Fully 70% of vendors say this is still the customers' primary goal vs. 25% who disagree and 5% who don't know.

2. Who uses SMA software. More than three-fourths (78%) of the vendors say their customers want the software used by both sales reps and sales managers vs. 13% who say it's for reps alone and 9% for managers exclusively.

3. Pilot test. Only half the vendors say their clients do a pilot test before going to a national rollout, which suggests many sales execs are adopting SMA as an act of faith or in response to a competitor's computer program.

4. Customization. Here, too, only half of the vendors report they have to customize their software to conform to client needs, which will discomfit those sales execs who insist each sales operation is a unique entity unto itself.

5. Platforms. Customers looking for software that will run on the latest lightweight laptop/palmtop/pen-based equipment may have to be a little more selective, since less than one-third of the vendors surveyed listed either handheld, pen-based, or Windows-based hardware as their platform of choice. The hands-down favorite—with a positive response of 82%—continues to be laptop PCs.

And what about Windows? Well, despite being the most successful new product ever in the PC industry—to say nothing of the millions Microsoft has ladled out to tempt developers—Windows 3.0 has so far failed to make it with SMA vendors. While Microsoft touts its icons and drop-down menus as appealing to keyboard-hating salespeople, the high cost of hardware needed for Windows is obviously a turnoff. Jeffrey Tarter estimates that a PC outfitted to run Windows properly costs around $8,000, double the $3,000 to $4,000 cutoff figure most companies use when buying PCs for their salespeople.

deal with platform restrictions and budget requirements, the theory fails them. The need to fulfill a complete 'sales operating system' is a very complex issue. Most sales managers have given very little consideration to the impact of sales force automation on the sales operating system—or to even trying to define it, for that matter."

Another supporter of integration warns of being locked into a system that's resistant to change, regardless of how the organization itself changes. "For example," says Anne M. Hopkins, founder and president of Trailing Edge, Greenwich, Conn., marketer of Top Man turnkey systems, "a company decides to get rid of an in-house sales force and sell through distributors, or some functions that used to report to sales start reporting to marketing. The road to 'systems hell' is paved with good integration that no longer fits."

Michael Cassettari, vice president of marketing for Information Resources' decision support systems division, Waltham, Mass., marketer of Sales Management System, thinks the integration process involves more than automation. In fact, he says, "'Automation' is the wrong word, because it gives the wrong orientation. Automation suggests you only want to do better, faster, and cheaper what you're currently doing. Instead, the focus of these systems must be on whether what you're doing is the correct *policy*. Are you promoting the right product? Positioning yourself to your customers' needs? Getting a return on your sales and marketing investment?"

Among those who see software integration as inevitable, D.M. Horridge, chief operating officer of EMIS Software, San Antonio, Texas, marketer of EMIS-1, reasons that "to run a company, all management—as well as sales personnel—needs to know the magnitude of prospective business, where that business is or will be coming from, and where past business has originated." Or as James S. Scherrer, president of Scherrer Resources in Philadelphia, marketer of Sales Ally, puts it: It's simply a matter of "top management needing to guide the ship before it strays off course."

Predicting that "integrating database marketing with sales automation will determine the winners in the 1990s," Gary Cretts, director of business development for Epsilon in Burlington, Mass., marketer of Territory Management System, seems confident that the next generation of software will move beyond administrative and calendar-type planning: "It will integrate all aspects of a company business and allow on-line access by multiple users to any aspect of the databases."

AGREEMENT ON SMA FUTURE

Interestingly, Goldenberg's third point draws almost universal support. Ninety percent of the respondents agree that the components of SMA software in the 1990s must include sales assistance, customer care, and marketing and executive intelligence.

"This is a pretty good list," says Richmond Technologies' Tom O'Flaherty. "The challenge will be in the implementation, because these items are needed by different people in the organization. Marketing and executive intelligence would only be needed by the most sophisticated salespeople. Customer care is sometimes a different department, yet the information is often needed by the salespeople."

Other yea-sayers touched on areas they felt were overlooked. Kenneth Legg, president of Sales Implementation Systems, Huntington Beach, Cal., marketer of For Sales, feels that SMA software must include "two additional features if it's to help marketers remain competitive. First, customer relationship building and maintenance. Second, 'exception reporting' capability."

D.M. Horridge has his own laun-

dry list. SMA systems, he notes, "should also integrate word processing, publishing, communications, and other productivity functions. Most important, the system must provide for a simple data flow, multiple platforms (hardware and software), and operational capabilities, all the while uniting simplicity with data input and report generation flexibility."

Michael Ganci, president of Informatics Group, West Hartford, Conn., marketer of Act III Authoring System, says he buys Goldenberg's list—as long as the focus is kept on the salesperson. "Software needs to be recognized as an adjunct to the sales call, telemarketing, advertising, and the other traditional components of message delivery," he says. "The computer is the delivery medium of the 1990s."

Getting in a plug for his own product, Don Elhers, president of SalesPro Int'l, Brentwood, Tenn., marketer of Sales Producer, stresses that the more complex software of the future should come with built-in aids for the salesperson. "The software must come bundled with a strong self-administered training and implementation plan. For example, Sales Producer comes with a 1½-hour basic training video. An additional 1½-hour advanced training and strategic and implementation video is also available."

Others see Goldenberg's basic components as a starting point for setting up SMA systems. Marketing Information Systems' Chris Stockwell thinks that "like just-in-time, SMA is done correctly only when all those areas that 'touch' the customer are working from—and adding to—the same powerful system. That means field sales automation via laptop software that comes from the same vendor who provides their inside sales, service, and marketing software; this way, information is passed to the field 'just in time' so that the left hand knows what the right hand is doing and market and customer profiles are continuously worked and constantly updated."

Representing the minority in her disagreement with Goldenberg's third premise, Trailing Edge's Anne M. Hopkins—who specializes in multivendor systems—says she doesn't think any single vendor can provide all the components. "An integrated system will never be the product of a single software vendor," she contends. "While all the functions listed will need to be integrated into an overall system to support a company's sales and marketing process, the likelihood that a single package from one vendor will meet all requirements is highly unlikely—and probably even undesirable.

"Software vendors need to focus on standards and interfaces so that data can flow easily from one specialized package to another," Hopkins adds. "For instance, corporate leads from a management system like TopMan to a contact management package like Act! Here, being modular is as important as being integrated."

Breakthrough Productions' Gregg Sanderson phrases this another way: "While I agree on the basic components, there are other considerations to keep in mind. Primarily, they don't all have to be the same piece of software—or even any software at all. We must meet the needs of each in the best way, and if software can do it, fine. If not, that's okay, too."

These components will become more valuable when they're linked with other departments in the organization, say some vendors. Mark LeVell, for example, insists that "the goals of SMA simply can't be accomplished unless integration with other systems in the corporation exists. How can you track whether one lead source generates more long-term revenue if order entry, accounts receivables, and the sales database aren't pulling together? There'd be no way to put both sets of data on the same report. Communications in the form of remote update and distributed database environments will also be essential, because the sales force is the most 'distributed' department in companies today."

EXPANDING APPLICATIONS

By a ratio of two-to-one, software vendors agree with Goldenberg's indictment that today's SMA systems "dwell excessively on providing operational sales tools" and fail to address such significant factors as "competitive, customer, and marketplace data."

However, several vendors point to conditions in the real world that account for this conflict. "It's because competitive, customer, and marketplace data are so situational," says Tom Flaherty. "This is the sort of tailoring or customization that a vendor can't anticipate. All a vendor can do is allow for this kind of information to be added to their product. And it's generally up to the customer to add this during the implementation phase."

Flaherty is seconded by a software vendor who observes that "competitive and marketplace data are always changing in the micro sense—new competitors and new products are introduced every day. Some things can't be ascertained as quickly and easily as others. Therefore, no software package can effectively address the competitive marketplace today."

James S. Scherrer draws a different lesson from his client base. Even though marketers may be shortchanging the use of such data "because it's the most complicated part of the problem, one that requires customization for each company using the software," he says, "it's been our experience that this is where we're all headed."

Michael Cassettari explains the obsession with operational tools this way: "The orientation has been sales force automation rather than decision or executive support. The desire has been to focus on productivity of people, which is good. However, little emphasis is given to real, quantifiable payback; that is, return on sales and marketing investments. Also, SMA systems today tend to be transactional and not focused on integrating internal and external data."

Gregg Sanderson goes even further, arguing that "most of the software that calls itself automation is simply computerization. This is an important distinction that has yet to be made. There's nothing particularly automated about dialing up the home office with a modem, checking stock, and entering an order. It's only slightly more difficult than calling the order entry clerk, asking him to check stock, and then dictating the order. If you figure the costs of equipment and training—including teaching the salesperson to type—it would probably be more efficient to call the clerk. Just using a computer doesn't make me

Salespeople want software that will help them make more sales, not turn them into data entry clerks.

automated, any more than wearing a sports coat makes me a sport."

The real problem here may be the glut of contact management and similar applications software out there. And the reason for the glut, of course, is because that's where the most sales can be made. As Anne M. Hopkins explains: "Most packages deal with territory 'operations.' This isn't surprising, given that packaged software will always target the functions needed by the largest population—which is where most licenses can be sold. 'Contact management' packages are essential to sales reps in the field. However, that means better decision making by managers—how to allocate limited marketing budgets, for example—is largely unsupported. Better decision making requires not only competitive, customer, and marketplace data, but also feedback on current marketing programs, such as: Should we go to that trade show again next year? Place that ad? Run another promo?"

Some vendors like Mark LeVell trace the shortcomings Goldenberg alludes to back to a "lack of education on the part of the software-buying public." Chris Stockwell, on the other hand, thinks the problem is more of a case of miseducation: "The sales personnel at these companies dwell on their 'wonderful' system and not on the larger picture of solving problems. Only those SMA systems that integrate telemarketing, inside sales, service, collections, marketing, management, and field sales under one system can provide the solution to the problem of storing powerful market, customer, and competitive information."

Among the nay-sayers, an East Coast software vendor questions whether competitive, customer, and marketplace data are really that critical. "The computer," he argues, "is a tool that does things fast. It's not supposed to 'conclude' or support intuitive processes. Today's products merely support the drudgery work in selling."

In the final analysis, whatever the limitations of today's software—and whatever advances tomorrow may bring—the value of any sales and marketing automation effort will still be a matter of how—and how well—the software is used.

"Sure, moving sales information faster or storing it in one place is a step in the right direction," says one software vendor. "But the real advantage comes when users can manipulate that information into reports or other things that show them something new or confirm something expected."

3 VERY GOOD REASONS WHY YOU SHOULD AUTOMATE YOUR SALES TEAM!

REDUCED COSTS

INCREASED SALES

INCREASED PROFITS

Discover how you can automate and get results with...

PROFIT$

THE SOLUTION TO SALES FORCE AUTOMATION!

For a FREE information kit, call 1-800-776-3484

Available in DOS, UNIX & XENIX

by Delta Business Systems, Inc.

Circle No. 110 on Reader Service Card

SELL MORE IN LESS TIME!

TELEMAGIC is so easy to learn and use, you'll make more sales immediately!

IBM, Coca Cola, General Electric and tens of thousands of companies now use TELEMAGIC to build sales and service their customers.

- Nationwide customer support means guaranteed success.
- Runs on all popular desktops, laptops and networks.
- With nothing to lose and everything to gain call now for your *FREE BROCHURE*

"The runaway leader in sales, marketing and telemarketing software." *(Datapro Reports)*

FREE BROCHURE

TELEMAGIC™

SOFTWARE FOR SUCCESS IN BUSINESS

800-992-9952

Circle No. 131 on Reader Service Card

DIRECTORY OF PC-BASED SALES AND MARKETING APPLICATIONS SOFTWARE

S&MM's eighth annual directory lists in sequence: 1) vendor's name; 2) title of software package; 3) description of functions; 4) required memory; 5) price; 6) necessary computer models/operating systems; 7) network compatibility; and 8) installed base/age of package.

In the **Price** information, we have listed, where applicable, single user (SU) and multiuser (MU) fees.

Under **Hardware**, "IBM PC full range" refers to the full line of IBM PC systems: PC, XT, AT, PS/2 (under DOS), and any compatible laptop, as well as non-IBM (but 100% IBM-compatible) computers. Similarly, "Mac full range" refers to any Macintosh computer.

NetBIOS appears, where appropriate, under the **Network** heading. NetBIOS is a generic term for all major DOS-compatible networks and includes Novell and all Novell-compatible networks, such as PC LAN, Vines, etc.

Because some software can be used for more than one application, the Directory includes a **cross-reference feature**. Each category heading carries a number; in addition, where numbers are listed in boldface at the end of the description of functions, these numbers refer to the other categories where the software can be applied. For example, if a software package is listed under Account Management (category number 1) and has the boldface numbers 7 and 33 following its description, it means the same software can also be used for Field Sales/Representatives and Territory Management applications. For your convenience, the cross-reference numbers that appear with each category heading are shown below.

Once you've chosen the software packages that fit your company's needs, you can find out how to buy or test them by checking the Vendor Directory (see page 101). To make the selection process easier, we suggest the following:

First, when you call the vendor, ask for demo disks or evaluation copies so that you can get a feel for how the software works, especially if it permits you to enter data. Many companies provide demo disks at no extra cost; others charge varying fees. Be sure to ask.

Second, ask for the names of at least three customers, preferably in the sales/marketing area. By talking to them, you'll get a better idea of the software's overall performance and the learning curve experienced by salespeople.

Third, be sure to ask about the availability and cost of per-person training. While a large number of companies provide training as part of the package purchase, others may charge additional fees that vary for on-site, off-site, and telephone training; some companies provide none at all.

Fourth, it's wise to inquire about the availability and cost of telephone assistance. This kind of help can be invaluable once your system is up and running. Many of the companies listed provide free, unlimited telephone assistance; others charge by the hour or on a contract-fee basis. Again, be sure to ask.

(Note: The descriptive information contained in the Directory is provided by the vendors; because of this, *Sales & Marketing Management* cannot guarantee its accuracy.) ►

1. Account Management
2. Advertising
3. Charts
4. Desktop Publishing
5. Direct Marketing
6. Electronic Mail
7. Field Sales/ Representatives
8. Fleet Car Management
9. Graphics
10. Hiring & Training
11. Inquiry/Order
12. Lead Tracking
13. Mapping-Geographic
14. Mapping-Perceptual
15. Market Analysis
16. Market Research
17. Marketing Management
18. Marketing Planning
19. Meeting Planning
20. Personal Management
21. Pricing
22. Product Management
23. Project Management
24. Sales Analysis
25. Sales and Marketing
26. Sales and Marketing Analysis
27. Sales Forecasting
28. Sales Management
29. Sales Planning
30. Sales Presentations
31. Statistical Analysis
32. Telemarketing
33. Territory Management
34. Trade Show Marketing
35. Travel/Entertainment
36. Word Processing/ Miscellaneous
37. Zip Code Tracking

Research Coordinator: Melissa Campanelli. Additional research provided by Thayer C. Taylor.

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
ACCOUNT MANAGEMENT 1							
Abend Assoc. Inc.	CALL BACK†	Modular system, designed for salespeople/managers to track phone calls & action taken; generates management reports. **12, 29, 33**	2MB (hard disk)	$5,000 (MU)	IBM PC 386 & up; DOS 3.0 +; UNIX	All DOS-based Net-BIOS compatible	25 + / 1986
Advanced Software Technologies Corp.	Letter Master ADVANCED†	Personal information manager & client tracking system; mail-merging; bulk mailing.	640K (hard disk)	$495 (SU); $895 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	50,000 + / 1989
Advanced Support Group	Sales Machine	Automated response management system with a series of marketing tracks that automatically prints correspondence.	512K (hard disk)	$200-$300	IBM PC full range; DOS 3.3 +	No	2,500/ 1990
Applied Computing Services	The Register Program	Time and billing software with built-in word processor.	640K (hard disk)	$389.95	IBM PC full range; DOS 2.0 +	No	12,000/ 1989
Arlington Software & Systems Corp.	PCAT System 5 (Professional Contact & Tracking)†	Contact management program designed for sales, telemarketing, and customer service. **5, 12, 32, 25**	512K	$395 (SU); $1,195 + (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1984
Arlington Software & Systems Corp.	PCAT System 6 (Professional Contact & Tracking)†	Contact management program designed for sales, telemarketing, and customer service; optional password security; restricted access data by caller ID; tracks date/time of records; automatic execution of external programs. **5, 12, 32, 25**	640K	$595 (SU); $1,395 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	300 + / 1989
Automated Micro	Norma AIM: Account Information Manager†	For account-oriented salespeople; tickler, notecards, report writing, labels, letter merge, auto-dial.	256K	$159	IBM PC full range; DOS 2.2 +	No	8/1989
Caddylak Systems Inc.	Make Contact	Electronic master file for client tracking, mailings, labels, auto-dial, reports, form letters. **5, 12**	512K	$49.95	IBM PC full range; DOS 2.0 +	No	1,800 + / 1987
Caddylak Systems Inc.	Sales Magic 5.62†	Controls, plans, organizes sales activities, tracks prospects & customers, monitors contracts, sales records, report generator. **12, 28, 29**	512K	$109.95	IBM PC full range; DOS 2.0 +	No	3,000 + / 1987
Chang Laboratories	ezAct III	Relational database for business contacts, tracks clients, activities, time, word processor, automated letters & forms. **12, 28, 29**	1MB (hard disk)	$495	Mac full range, any MOS	All Mac compatible	25,000/ 1987
Computx	MAI-L-ET LIST	Prospect & client database. Built-in word processor, search functions, labels, envelopes, letters.	256K	$265	IBM PC full range; DOS 2.0 +	No	165/1982
Creagh Computer Systems	BIZ*BASE GOLD	Software with complete query functions & report generator, built-in word processor, auto-dialer. Complete phone tracking system & central screen for appts.	1MB (hard disk)	$395 (SU); $995 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	12,500/ 1989
Creagh Computer Systems	BIZ*BASE SILVER	Sales-oriented database with reports & label generator, query functions, reminders, alarms.	360K	$59	IBM PC full range; DOS 3.0 +	No	2,800/ 1990
DAC Easy Inc.	Lucid 3-D†	3-D spreadsheet with graphics for account managers.	256K (384K for graphics)	$99.95	IBM PC full range; DOS 2.0 +	No	30,000 + / 1988
Database Associates	Ordertrak†	Esp. for manufacturers' reps; tracks orders, commissions, address file; runs under FileMaker Pro. **11**	4MB (hard disk)	$500	Mac SE30 & up; any MOS	All Mac compatible	New
DataModes Inc.	Contact Management System†	Telemarketing system to record/view contact information with prospects and customers; full communicative information base. **5, 32**	512K (hard disk)	$950	IBM PC full range; DOS 3.0 +; UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50/1988
Datanetics	dataTRAC 5.0†	Application toolbox built on relational database for direct mail, telemarketing, lead tracking, account management. **28, 32**	512K (hard disk)	$3,495-$15,995	IBM PC full range; Super DOS	SuperDOS-based LANs	35 + / 1987
DataSel Software	DataSel Gold 1.0†	Software system with Rolodex, calendar, file cabinet, word processor, advanced search/query functions, spell-checker, unlimited contacts, mail merge letters, import/output function.	640K (hard disk)	$179	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	New
DayFlo Software	DayFlo TRACKER 3.0	Database for all contacts/correspondence tracking. Designed for desktop with tickler merge, reports, record linking, notes for long sales cycles.	448K (hard disk)	$249	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	20,000 + / 1986
Delta Business Systems	PROFIT$†	Multiuser contact management system using relational database system to maintain/control account info. in centralized database. **5, 12, 17, 32**	640K (hard disk)	$450 (SU); $2,030 + (MU)	IBM PC full range; any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	200 + / 1987
Dynacomp Inc	INPAC CUSTOMER/CLIENT TRACKING	Automates client data: lead tracking/history, daily calendar, tickler, letters. Tracks customers, products, dollars, sales volume. Performance to goal comparison reports. Word-processor integrated, auto-dial. **12, 20, 24**	512K (hard disk)	$99.95	IBM PC full range; DOS 3.0 +	No	10,000/ 1990
EMIS Software Inc.	EMIS II†	Lead tracking & account management, custom letters, mail merge, unlimited database, spreadsheets. **12, 25, 28, 32**	512K (hard disk)	$1,995 (SU); $2,995 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	1,500 + / 1983
Envoy Systems Corp.	SalesMate Entry Level System (ELS)†	Cross-industry personal productivity & information distribution software; links remote field reps with corporate databases/mailing systems; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	$1,100	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Apparel Industry†	Works with the ELS system; helps apparel & textile manufacturers simplify promotional & replenishment ordering; consolidates order processing; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Envoy Systems Corp.	SalesMate System for the Packaged Goods Industry†	Works with the ELS system; helps packaged goods sales forces' control complex sales processes; facilitates communications & optimizes sales productivity; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Petroleum Industry†	Works with the ELS system; captures the core of the petroleum industry sales process; customer database, activity planning; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
Envoy Systems Corp.	SalesMate System for the Specialty Chemical Industry†	Works with the ELS system; delivers functionality required by chemical technical sales team; territory/account management; mainframe compatability. **7, 11, 20, 28, 33**	640K (hard disk)	ELS & $1,000-$3,000	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	4,000 + / 1985
E-Z Data Inc.	SmartOffice†	Contact management system; integrated database and built-in word processor & calendar; auto-dialer; telemarketing functions; note pad; report generator. **12, 20, 28, 32**	2.8MB (hard disk)	$395 (SU); $595 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	New
Fairfield Management Resources Inc.	RMS (Relationship Management System)†	Tracks sales activity, client profiles, tickler file, relationship calling activities, reports. **5, 7, 12, 28**	512K (hard disk)	$895 (SU); $4,000-$8,000 (MU)	IBM PC full range; DOS 2.0 +	No	460 + / 1987
FASTECH Inc.	Sales Information System (SIS)†	Account headquarter selling, enhancing orders, communicates market data, mainframe compatability. **7, 11, 25, 33**	256K-640K	$100,000 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	25/1982
FollowUp Software	FollowUp	Contact management software; maintains database of customers/prospects, letter writer, mailing list, call reports, sales forecasts.	384K	$399 (SU); $995 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	7,000 + / 1985
HWA Int'l Inc.	ASIS†	Customer account manager that organizes account information & call activities; contact directory, mailing & security functions; integrates whole corporate enterprise. **28**	640K (hard disk)	$395 + (SU); $1,915 + (MU)	IBM PC full range; any DOS, UNIX, XENIX. Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	500 + / 1986
JEB Systems Inc.	Marketing Management System Plus†	Marketing & sales automation; direct marketing, lead tracking, telemarketing, lead analysis, sales forecasting, sales analysis. **12, 32**	256K (hard disk)	$995-$15,000	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,400 + / 1980
Key Systems Inc.	Prospecting Plus†	Sales, marketing, direct mail, bulk mail support, mail merge, tickler. **5, 25**	1.5MB (hard disk)	$495 (SU); $1,485 (MU)	IBM PC full range; DOS 3.0 + ; UNIX, XENIX	All DOS-based Net-BIOS compatible; UNIX, XENIX	1,200/ 1985
Konetix Inc.	Client Manager 3.0†	Manages business/personal contacts, prints follow-up reports/labels/index cards, searches all files for first/last name.	384K (hard disk)	$89.95 (SU); $149.95 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	600 + / 1988
Laptop Express	Quota Maker†	Sales prospecting & marketing system; tickler, labels, Rolodex.	512K	$395	IBM PC full range; DOS 2.0 +	Novell	2,000 + / 1984
Laptop Express	RIO†	Universal contact management system; auto-dialer, integrated appointment calendar; on-line manual; integrated with other software products.	500K	$195	IBM PC full range; DOS 2.1 +	All DOS based Net-BIOS compatible	New
Leadership Development Inc.	TAME (Tactical Account Management Expert)	Maintains control of major accounts, pre-call plans, profiles key contacts, account selling opportunities, offers strategic/sales adviser/decision structure reports.	512K (hard disk)	$495	IBM PC full range; DOS 2.0 +	No	100/1990
Management Software Inc.	PC Briefcase Client & Business Activity Manager	Maintains thousands of client information records, to-do lists, calendar, auto-dialer, tickler file, mailing lists, quota tracking, T&E system. **35**	256K (hard disk)	$55	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Executive Reports	Analyzes information & prepares comparative reports on clients. **28**	256K (hard disk)	$295	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Marketing Assistant	Maintains product & service descriptions, creates quotes based on pricing plans, automatic calculation, graphic presentations, 7 geographic maps. **9**	256K (hard disk)	$55	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
Management Software Inc.	PC Briefcase Reference Source	Database of corporate & federal addresses, phone numbers, U.S. geographic & demographic data by state, zip, area codes; data sorts, labels, calculator, personal fitness file, calculator.	256K (hard disk)	$55	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
MicroMega	Account Manager Plus	Customer information file that keeps detailed account information, time management system, competitor tracking, report & list manager. **5, 12, 24, 25, 26**	2MB (hard disk)	$4,995 (SU); $7,500 (MU)	IBM PC-AT & up; DOS 3.1 + ; Mac SE30 & up; any MOS	All DOS-based Net-BIOS compatible	10/1987
Modatech Systems Inc.	Sales Force Automation System: SFAS†	Uses handwriting recognition computers to collect data at the retail level to be transferred to the home office for report generation & transmission to the appropriate managers in the field; mainframe compatability. **7, 22, 27, 28, 33**	640K (hard disk)	$100,000 +	IBM PC-AT & up; DOS 3.0 +	Open Systems Architecture	2/1987
National Management Systems	Account Manager's Workstation†	Customizable system for national account sales organizations; sales productivity; call history reporting; management reports.	640K (hard disk)	$1,000	IBM PC full range; DOS 2.1 +	All DOS based Net-BIOS compatible	New
Odesta Corp.	Double Helix 3.5†	Client/server relational database that creates customized applications including inquiry/order, list/account management, time & billing, lead tracking, sales management. **5, 11, 12**	1.5MB	$695	Mac + & up; MOS 6.0 +	AppleTalk, Ethernet	50,000 + / 1985
PRISMA Software	Your Way†	Time & contact management system, graphically oriented, auto-dialer, report generator; runs under Windows 3.0.	2MB (hard disk)	$199	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	100,000 + / 1990
RAVIS	Standard Quotes	Modular quoting system for sales reps; modules include quotation, RFQ, customers, products, terms & conditions, reports, utilities; menu-driven. **7**	512K (hard disk)	$298	IBM PC full range; DOS 3.0 +	No	35/1990
Remote Control Int'l	Telemagic Forecaster	Used with Telemagic data files to generate sales forecasts on your prospects. **12, 27, 32**	512K	$295	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	50 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Remote Control Int'l	Telemagic Professional 12	Complete sales/telemarketing support including tickler files, call reports, contact lists, auto-dialer, scripting, form letters, labels, word processor, mainframe compatability. **12, 32**	512K	$395(SU); $995(MU)	IBM PC full range; DOS 3.1 +. Mac + & up, MOS 6.1 & up	All DOS-based Net-BIOS compatible, all Mac compatible, XENIX, UNIX	50,000 + / 1985
Richmond Technologies & Software Inc.	The Maximizer Contact Management Software 2.1 MMI	Organize/manage unlimited number of clients/prospects, tracks history, classifies customers & prospects, handles all aspects of mass mailings, calculator, diary & personal accounting system. **20, 33**	512K (hard disk)	$295 (SU); $895 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	60,000 + / 1987
Richmond Technologies & Software Inc.	Maximizer Light	Organize/manage unlimited number of clients/prospects, especially for use with low-end floppy portables & notebooks. **20, 23**	512K	$120	IBM PC full range; DOS 2.1 +	No	New
Sales Management Systems Inc.	PROSALES +1	Contact manager, appointment schedule, territory management, integrated letter writing, sales & expense reports, mail manager, 25 user-definable fields. **32**	512K (hard disk)	$49-$189 (SU); $495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Saratoga Systems Inc.	Sales Productivity System	Customized account management/sales information system with unique displays, runs under Windows 3.0.	640K (hard disk)	$1,250	IBM PC, AT & up; DOS 3.1 +, OS/2	All DOS-based Net-BIOS compatible, OS/2 networks	3,000 + / 1986
Scherrer Resources Inc.	Sales Ally!	Customer/prospect tracking system, database management, word processing, auto-dial, telemarketing, account management, order entry, calendar. **12, 32**	384K (hard disk)	$395 (SU); $850-$1,895 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	10,000 + / 1986
SNAP Software Inc.	SNAP 4.0	Account-sales management, direct marketing, lead tracking, fulfillment, telemarketing, sales forecasting, reporting, quoting, activity planner, distributed database capabilities. **5, 7, 12**	640K (hard disk)	$1,200 (SU); MU discount	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	25,000/ 1983
Soft Solutions Inc.	PowerTrak 3.1	Sales management tool, account/contact management, scheduling, direct marketing functions, integrates contact base scheduling through calendar system, mail merge. **5, 7, 12**	1MB (hard disk)	$495 (SU); $1,295 + (MU)	Mac full range; any MOS	All Mac compatible	100 +
The SoftPro Group	SoftPro	Contact management program; lead tracking, word processor, spreadsheet and database capabilities. **5, 7, 12, 28, 32**	512K	$195	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	150 + / 1990
SourceMate Information Systems Inc.	AccountMate Sales Order	Order entry, quotation & shipping system, generates sales orders for preparing filling out customer orders. **11**	640K	$295 (SU); $595 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	20,000/ 1984
SourceMate Information Systems Inc.	E-POWER	Contact management software, list management, report generator, word processor.	640K (hard disk)	$495 (SU); $995 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	300/1989
TCI Software	Open Systems	Modular based customizable account system.	640K	$795	IBM PC full range; any DOS; UNIX, XENIX	Novell	500/1981
Thoughtware Inc.	SelfSell/Sell Applications	Database for client & account tracking, built-in word processor, call-back function, form letters & mail merge.	192K	$99	IBM PC full range; DOS 2.0 +	No	5,000 + / 1984
Valor Software	MACRO	Sales database, organizes activities & resources. **20, 23, 25, 29, 33**	384K (hard disk)	$95	IBM PC full range; DOS 2.1 +	No	5,000 + / 1988
Westware Inc.	CompuFax	Fax/voice, Rolodex/telephone book/mail-merge system.	1MB (hard disk)	$395	Mac + & up; MOS 6.0.2 +	All Mac compatible	1,000 + / 1990
Winsight Inc.	Building Client Solutions	Program that understands clients' needs & goals, enables user to fine-tune interactive with client.	256K	$149 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988

ADVERTISING 2

Applied Systems & Technology Inc.	TRAX Network	Interactive program creates new product/service business ideas, based on decision solutions. **22**	512K	$1,595	IBM PC full range; DOS 2.0 +, Mac 512K & up; MOS 4.2 +	All DOS-based Net-BIOS compatible, AppleShare, TOPS	700/1987
Cetex Corp.	Digitrak I	Media analysis package evaluate, analyze & track print exposure, issues management & trend management, competitive analysis. **22**	640K (hard disk)	$395	IBM PC full range; DOS 2.0 +	No	50/1989
Cetex Corp.	PR Manager	For public relations & media departments, media publication information, tracking letters, calls, clips, contacts, printed/electronic, online directory, delivered services, report generator. **12**	512K (hard disk)	$395 (SU); $2,495 (MU)	IBM PC full range; DOS 2.0 +	Novell	50/1988
Cetex Corp.	Rex-PT	Sales & marketing identification product, esp. for printing industry, that tracks information & addresses of publications, enabling mass mailings. **12**	512K (hard disk)	$625	IBM PC full range; DOS 2.0 +	No	5/1988
CGA Inc.	CAPKA PLUS	Provides competitive statistics on computer companies for use in media planning, message creation, product positioning. **22**	640K (hard disk)	$2,500	IBM PC full range; any DOS	Novell	150 + / 1989
CompuDoc Inc.	Electronic Media Kit	Interactive promotional graphics diskette for publishers to distribute to potential advertisers. Rate card calculator, insertion order, contract & printing. **5, 9, 30**	512K (hard disk	$5,000 to $50,000	IBM PC full range; DOS 3.0 +, Mac full range; MOS 6.0.2 +	No	50 + / 1989
ComputerEase Software Inc.	PAGE CONTROL AH	Ad dummy, used to plan/keep track of location of ads for page in publications.	1MB	$19.95; $10,000	IBM PC full range; any DOS, Mac II Series; any MOS	All DOS-based Net-BIOS compatible, all Mac compatible	10/1987
G. Temple Assoc. Ltd.	Schedule Express	Helps marketing managers develop potential advertising budgets.	512K	$139	IBM PC full range; DOS 2.0 +	No	50 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
The InMar Group	MediaMark†	Interactive marketing for advertising purposes. **4**	256K	$20,000-$200,000	IBM PC full range; any DOS; Mac full range; any MOS	All DOS-based NetBIOS compatible	500/1986
M & S Assoc.	MARKETPAK†	Lotus 1-2-3-based media planning & annual promotional program with lead-tracking functions & automatic price list generation. **12, 21**	640K (needs Lotus 2.2+)	$89.95	IBM PC full range; any DOS	No	20/1990
MarketWorks Inc.	ADMANAGE†	Manages company's advertising & promotion budgets; monitors & schedules media; automated calculations & information retrievals. **28**	640K (hard disk)	$449	IBM PC full range; DOS 2.0+	No	1,000+/1989
MCP of Niagara Inc.	CO-OP/Manager	Modular-based system for the automated management and recovery of co-op advertising dollars from brand name product vendors.	1MB	$3,199	IBM PC full range; DOS 2.0+	Novell	50+/1989
Media Research Institute Inc.	ADplus	Uses standard industry audience rating & cost data for advertising media planning, analysis & optimization of all major advertising media categories & combinations.	512K	$99.95	IBM PC full range; DOS 3.0+; Mac+ & up; MOS 1.1+	All DOS-based Net-BIOS compatible; all Mac compatible	500+/1989
MediaMark Research Inc.	BrandTab†	Produces segmentation & competitive analysis for a brand or product category, including brand interaction & household consumption data.	1MB	$11,500	IBM PC full range; DOS 3.1+	No	10+/1989
Mel Long Assoc.	Cost Per Reader	Takes readership percentage of an ad & calculates cost/reader.	256K	$39	IBM PC full range; DOS 2.1+	No	80+/1989
Mel Long Assoc.	Print Ad Schedule	Database for scheduling & tracking print advertisements.	512K	$199	IBM PC full range; DOS 2.1+	No	100+/1989
Robinson Assoc. Inc.	BINEMAX (Benefit Impact Maximization System)†	Develops copy/promotion information based on customized segments; mainframe compatibility.	640K (hard disk)	$13,800+	IBM PC full range; DOS 3.0+	All DOS-based NetBIOS compatible	3/1988
The Salinon Corp.	HEADLINER†	Tool used to help create catchy slogans, jingles, headlines, other promotional expressions.	256K	$195	IBM PC full range; DOS 2.0+	No	1,000+/1987
The Salinon Corp.	NAMER†	Name generation tool for products, companies, etc.	256K	$195	IBM PC full range; DOS 2.0+	No	2,000+/1987
The Salinon Corp.	WORDS THAT RING	Catchy vanity telephone numbers.	256K	$99	IBM PC full range; DOS 2.1+	No	Under 100/1988
Select Media	C.A.P.S.S. (Co-op Advertising Program Subscription Service)	Works with S.M.I.L.E.S. program; provides retailers with their vendors' co-op advertising programs.	640K (hard disk)	$500-$2,000 per yr	IBM PC full range; DOS 3.1+	No	50+/1989
Select Media	S.M.I.L.E.S. (Select Media Inc. Ledger Entry System)†	Co-op advertising accounts completely tracked & controlled for retailers distributors.	640K (hard disk)	$795-$3,800	IBM PC full range; DOS 3.0+	No	500+/1984
Select Media	Stand Alone C.A.P.S.S.	Database of manufacturers' co-op advertising programs; esp. for media organizations.	640K (hard disk)	$2,400 per yr	IBM PC full range; DOS 3.0+	No	5+/1990
TBX Inc.	FaxTRACK II	Lead management for queries from direct mail or advertisements; tracks results, costs, etc. **5**	256K (hard disk)	$495	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	15/1989
Telmar Information Services	FloMaster	Produces advertising media flowcharts & related cost analysis for advertising media.	512K	$795	Mac 512+ & up; any MOS	All Mac compatible	1,000+/1988
Working Computer	Clients & Profits for Advertising Agencies†	Helps managers assess job costs, planning, billing, esp. for ad agencies.	1MB (hard disk)	$1,195-$4,995	Mac full range; any MOS	TOPS, AppleShare, Ethernet	500+/1986
CHARTS 3							
Caddylak Systems Inc.	Form Designer with Filler Feature	Creates forms, charts, worksheets; automates process of filling out forms repeatedly; database for long-term storage.	512K	$99	IBM PC full range; DOS 2.0+	No	11,000/1986
Computer Assoc. Int'l Inc.	CA-Cricket Graphs	Technical charting package; pie charts, pareto charts, etc.	1MB (hard disk)	$129	IBM PC AT & up; DOS 3.1+; Mac full range; MOS 6.0+	No	5,000+/1986
DESKTOP PUBLISHING 4							
Bestinfo Inc.	Wizard System	Tools for producing catalogs, retail advertising materials, layout & composition capabilities; writing & editing tools; etc. **2**	6MB (hard disk)	$2,500 (SU)-$15,000+ (MU)	IBM PC 386+; VGA monitor; DOS 3.0+; OS/2	All Dos-based Net-BIOS compatible	1,000+/1988
Frame Technology	FrameMaker 3.0 X	Professional publishing software; integrates word processing, graphics, page layout, equations, editing, tables & structured document tools. **9, 36**	4.16MB	$995	Mac full range; any MOS; UNIX	UNIX	28,000+/1986
Spinnaker Software Corp.	PFS: First Publisher	Desktop publishing program; high-resolution fonts & images for newsletters, flyers & reports.	512K	$149	IBM PC full range; DOS 2.1+	No	300,000+/1989
Ventura Software Inc. (a Xerox Co.)	Ventura Publisher	Desktop publishing tool with word processing, graphics, typeset quality documents; includes table production, equation, cross-referencing & vertical justification capabilities. **9, 36**	640K (4MB hard disk)	$795	IBM PC full range; DOS 2.1+; OS/2 Mac full range; any MOS	All DOS-based Net-BIOS compatible	200,000+/1985
Ventura Software Inc. (a Xerox Co.)	Ventura Publisher for Windows	Same as the Ventura Publisher program but runs under Windows 3.0.	4MB (hard disk)	$795	IBM PC-AT & up; DOS 3.1+	All DOS-based Net-BIOS compatible	New
WordPerfect Corp.	WordPerfect	Advanced word processing/desktop publishing with text wrap-oted graphics, multiple fonts, style definition, laser printer support, mainframe compatibility. **36**	384K	$495	IBM PC full range; any DOS; Mac full range; any MOS; UNIX	All DOS-based Net-BIOS compatible; all Mac compatible	7.6 million/1989
ZSoft	SoftType	Software program combining 62 scalable typefaces with styling capabilities; creates fonts; runs under Windows 2.1+.	100K (hard disk)	$199	IBM PC full range; DOS 2.0+	No	1 million+/1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
DIRECT MARKETING	**S**						
Abelson Communications Inc.	CMATS (Contact Management & Telemarketing System)†	Stores client information; mini- & maxi-notes fields; 25 user-definable fields; Tickler; to-do calendar; search; mailing lists; label generator; unlimited alarms; full scripting module; on-line info. database.	540K (hard disk)	$195-$295 +	IBM PC full range; DOS 3.0 +	Novell	100/1990
Alembic Computer Services Inc.	MAILIST	Mailing list/label software; mail merge; include/exclude searches.	192K	$60	IBM PC full range; DOS 2.0 +	No	300 + / 1986
Arc Tangent Inc.	Merge/Purge	Eliminates duplicate entries, managing different lists using analysis feature; create master lists.	512K (hard disk)	$195	IBM PC full range; DOS 3.0 +	Novell	New
Arc Tangent Inc.	Professional Mail	Mailing list manager; generates & manages entire mailing.	640K (hard disk)	$695	IBM PC full range; DOS 3.0 +	No	New
Arc Tangent Inc.	ZIP + + 2.10	Address correction software; compressed version of 3.2 gigabyte U.S. Post Office file; contains every street, city, state, zip code & carrier route in U.S.; standardizes mailing address. **37**	640K (CD-ROM)	$195	IBM PC full range; DOS 3.0 +	No	New
Automation Technologies	Total! Manager†	Market plans; lead tracking; letters; telemarketing; time management; prospect database; import/export capability; auto dialer; expense tracking; interoffice communications; database transfers. **12, 32**	465K	$495 (SU); $1,995 + (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	10,000/ 1988
B & B Systems	B & B MAIL	Label and reporting database for any mailing application; sorting & selecting capabilities.	450K (hard disk)	$45	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	1,000/ 1988
Caddylak Systems Inc.	Mail It	Mailing list management program; checks duplicates; produces Rolodex cards & address books; prints on any size envelopes; 5- & 9 digit zip codes; dot matrix printer compatability.	384K	$59	IBM PC full range; DOS 2.0 +	No	1,000/ 1988
CompuDoc Inc.	Electronic Brochure†	Interactive promotional diskette; simulate products; perform calculations; generate response letters; graphics. **2, 9, 30**	512K	$5,000 to $50,000	IBM PC full range; DOS 3.0 +; Mac full range; MOS 6.0.2 +	No	1,500 + / 1988
CompuDoc Inc.	Greeting Diskette†	Replaces conventional paper cards with colorful, animated greetings. Includes company name, logo & address, plus additional personalization (by user). **2**	512K	$500 to $5,000	IBM PC full range; DOS 3.0 +; Mac full range; MOS 6.0.2 +	No	50 + / 1989
CompuDoc Inc.	Product Selection Guide†	System assists users in identifying appropriate model for customer needs. Based on user responses to a series of questions. **2, 11**	512K	$10,000 to $50,000	IBM PC full range; DOS 3.0 +; Mac full range; MOS 6.0.2 +	No	8,000 + / 1989
Computer Systems Consultants Inc.	Full Screen Mailing List	Mailing list database with query functions; customized dimensions.	128K	$100	IBM PC full range; DOS 2.0 +	No	100 + / 1983
DataMap Inc.	Market Query†	Designed specifically for direct marketing; mail targeting & market site selection & analysis; spreadsheet; includes 1990 Census demographics & 1991 postal carrier locations.	640K (hard disk)	$495	IBM PC full range; DOS 2.0 +	No	200 + / 1988
Exceiver Corp.	MailBase†	Mail list management software; mail merge & label printing.	1MB (hard disk)	$149	Mac full range; MOS 4.0 +	No	New
1st Desk Systems Inc.	1st MERGE†	Creates form letters; list management & merges.	1MB (hard disk)	$95	Mac + & up; any MOS	All Mac compatible	11,000/ 1985
Group 1 Software Inc.	AccuMail	Address-correcting, postal coding program; confirms zips & attaches 4-digit codes & carrier routes; standardizes address formats to USPS conventions.	640K	$795	IBM PC full range; DOS 3.0 +	No	600/1988
Group 1 Software Inc.	AccList 2.0	Mailing list management system creates lists; performs merge/purge; catches duplications; corrects zip code errors; prints labels.	640K	$695 (SU); $1,495 (MU)	IBM PC full range; DOS 3.0 +	Novell	4,000 + / 1986
Group 1 Software Inc.	Dupe Eliminator	Removes mailing list duplicates; cross-referencing feature; 3 duplicate recognition options; flexible testing criteria & direct file compatibility.	480K	$149	IBM PC full range; DOS 3.0 +	No	200 + / 1991
H&D Leasing	Direct Mail 4.01	Produces shipping labels, form letters, postcards; sorts by zip code, name, city, country; checks duplication; customized inventory, invoicing & order entry; runs under Windows 3.0.	512K (hard disk)	$295.95 (SU); $495 (MU)	IBM PC 386 & up; DOS 3.1 +; Mac + & up, any MOS	TOPS, AppleShare, Ethernet	400 + / 1986
Harris Publishing	Selectory	Database of manufacturing firms for managers & salespeople to identify qualified prospects; 10 editions that cover industry/state. **7, 32**	512K (hard disk)	$720-$695	IBM PC full range; DOS 2.0 +	No	6,000/ 1985
Melisco Marketing Inc.	PONY EXPRESS 1.50	Program that calculates all U.S. Postal Service & UPS rights for use by small offices or shipping departments.	136K	$80	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Nelson Business Systems Inc.	Client Tracking System†	Organizes/tracks clients & prospects; features individual notepads for each record/letter file; labels, internal dial.	512K (hard disk)	$495	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	24 + / 1988
Noguska Industries	Mailing Label Management	Direct mail program; handles lists of up to 25,000; removes duplicate labels; sorts alphabetically by zip code & carrier route.	256K	$45	IBM PC full range; DOS 2.0 +	No	500 + / 1986
Pagex Systems Inc.	Desktop Marketing†	Creates letters, labels, lists, 3x5 cards in conjunction with Database America Files.	256K (hard disk)	$125 +	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1988
Peopleware Inc.	ListPro	Mailing list & professional credit tracking system for past registrants, transcripts, direct mail labels, letters.	640K (hard disk)	$750	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	400 + / 1984

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Peter J. Moore & Assoc.	The Delivery Analyzer 2.0	Chooses the best remittance processing or mailing locations based on U.S. Postal Service's first-class delivery standards.	No minimum	$795 +	IBM PC full range; any DOS	No	New
Pinpoint Systems	Instant Prospects	Prospect databases & software system; thousands of companies & execs; sort/segment on any field; prints labels/lists, envelopes/profiles/graphs; unlimited notepad; 15 user-definable fields. **1, 25, 32**	640K (hard disk)	$449	IBM PC AT & up; DOS 2.0 +	No	2,000 + / 1988
Publishing Int'l	Byte Size Labeler	Produces direct mail labels; can be output to Rolodex & index cards & continuous-form envelopes.	256K	$99	IBM PC full range; DOS 2.1 +	No	1,200 + / 1989
Retail Concepts Inc.	Mailing Label System	Label producer/sorter; sorts by name, zip code, area code, etc.; event file feature links persons w/events; sort & print selectively by event.	394K (hard disk)	$2,500	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	50 + / 1969
TCI Software	Mailrite	Mailing list program for domestic or international mailings; provides address info., 2 phone numbers, 5 mail codes.	64K	$79	IBM PC full range; DOS 2.0 +	No	1,000 + / 1980
ELECTRONIC MAIL 6							
Action Technologies Inc.	The Coordinator II 2.2	Allows E-mail to LAN communication. Group scheduling, secretary can access staff schedules. Mhs compatible; word processing. **7**	640K (hard disk)	$600 (SU); $1,800 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	325,000/ 1983
BMU Softworks Inc.	BackMail II	E-mail system; users create own E-mail network using phone lines & modems; pop-up screens, sends & receives files & messages.	33K (hard disk)	$79 (SU); MU discount	IBM PC full range; DOS 2.0 +	No	New
BMU Softworks Inc.	BackMail II HUB	Software that creates a computerized post office; works with BackMail II.	640K (hard disk)	$399	IBM PC full range; DOS 2.0 +	No	New
Century Software	POPmail+Modem	E-mail software program; schedule & project management check out log & advanced bulletin board.	86K (hard disk)	$295	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	200 + / 1988
Coker Electronics	PCIST Central†	Menu-driven E-mail links field laptops & branch office desktops, with HQ forms, fax, LAN option & remote option available.	256K (hard disk)	$149 $395 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Coker Electronics	PCIST LAN Central†	E-mail system allows workstation users to communicate with each other as well as linking sites; also allows users to send E-mail & transfer files.	640K (hard disk)	$495 $995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	50 + / 1990
Connex Systems	ConnexMail 1	Electronic post office; handles up to 8 phone lines simultaneously; fax option.	640K (hard disk)	$695 (SU); $995 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	1,200/ 1990
Cross Information Co.	CROSS + POINT	E-mail system with bulletin board, scheduling, phone pad, mail notification, modem sharing capability & LAN-to-LAN capability.	120K	$395 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	1,000 + / 1985
Datanetics	Bulletin Board	Sends messages anyone can read.	512K	$295-$1,185	IBM PC full range; SuperDOS	SuperDOS	30 + / 1989
Datanetics	InfoMAIL	Electronic mail system that requires password to read mail.	512K	$450-$1,925	IBM PC full range; SuperDOS	SuperDOS	30 + / 1989
Enable Software/ Higgins Group	Higgins 2.4	Modular groupware package; E-mail, scheduling, document tracking, reporting.	270K	$695	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	3,000 + / 1987
1st Desk Systems Inc.	1st BBS	Remote, wide area database & bulletin board system.	1MB	$195	Mac + & up; any MOS	No	2,000/ 1989
Futurus Inc.	RIGHT HAND MAN II 1.11†	Modular groupware/E-mail office productivity package. Mhs capability; group & personal scheduling, to-do list, phone messaage center.	4.6K (hard disk)	$149 (SU), $495 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	65,000 + / 1987
LEADtrack Services	LEADPlus: Call Processing & Routing Software†	Modular-based call routing & voice processing software; unlimited mailboxes & zip code assignments of dealers.	640K (hard disk)	$575	IBM PC full range; DOS 3.1 +	No	* 67/1989
VoCal Telecommunications	No Postage Necessary Mailer	Direct PC to PC E-mail system; uses dial-up telephone network. Connects branch offices with E-mail.	320K (hard disk)	$349 (SU); $499 (MU)	IBM PC full range; DOS 2.1 +	Public telephone system	200 + / 1989
WordPerfect Corp.	WordPerfect Office PC 3.0	Companywide E-mail, calendar, scheduling services, calculator, notebook, file manager, etc.; PC/LAN to Mac connection avail.	512K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	598,000/ 1989
FIELD SALES/REPRESENTATIVES 7							
Access Int'l Inc.	OrderTaker	Remote order entry system from PC or laptop to IBM mid-range host.	1MB (hard disk)	$40,000 (MU)	IBM PC full range; any DOS, UNIX	No	30/1990
Business Software Inc.	SoftSell	Software for field sales reps & purchasing agents; gives salesperson an additional 5 hrs. of selling time per week; import/export feature; generates sales reports for managers; daily records of calling appointments; pop-up screens, auto-dialer. **1, 25, 28**	2MB (hard disk)	$375	Mac full range (including 6 lb. PowerBook); any MOS	No	New
CIDEX Computer Systems Inc.	FAST Field Automation Software Toolkit	Integrated system with word processing, E-mail, report distribution, electronic forms, order entry, databank & communications. Design tools to create custom forms, reports, etc.	512K	$10,000-$150,000 +	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	New
EMIS Software Inc.	EMIS 1†	Sales & marketing software for account & prospect management, letters, sales reports, envelopes, mail merge; esp. for field sales reps. **1, 5, 12**	512K (hard disk)	$695 +	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	1,500 + / 1987
Gallagher Systems	InTouch†	Links remote InSync users, allows for report & file transfer from remote sites via phone lines; includes E-mail. **6**	640K (hard disk)	$195	IBM PC full range; DOS 3.1 +	No	New

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
JIAN	AgreeMentor†	Business agreements can be edited to suit specific purposes; authorization to represent mfrs' rep; non-disclosure; Lehman Formula; personal guarantee, etc. **10, 33**	512K	$99	IBM PC full range; any DOS; Mac + & up; any MOS	No	700 + / 1988
KV Corp.	SalesComp III†	Automates sales commissions & administration process for companies that have commissioned sales reps. **24, 28, 29**	1MB (hard disk)	$850-$8,500	IBM PC full range; DOS 5.0 +	All DOS 5.0-based networks	New
National Management Systems	Field Sales Workstation†	Customizable system for national account sales organizations; sales productivity; call history reporting; mainframe/mid-range communications.	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOs-based Net-BIOS compatible	New
National Technology Services	Quotum†	Allows salesperson to download product info. into hand-held PSION computer (part of package); prints out quotes & info. on the spot **1, 22.**	512K	$349	IBM PC full-range; DOS 3.0 +	All DOS-based Net-BIOS compatible	12 + / 1990
Performance Management Inc.	PDC Generator†	Program that generates proposals, documents & contacts; contains security control utilities; imports existing files & generates DOS files for import; supports branching logic & conditional phrasing.	640K	$129	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	New
Phil Nakata & Assoc.	Intelligent Sales Associates†	Specifically for field sales activities for financial service companies; standard PIM; intelligent support & tracking; sophisticated target marketing; product matching; reconciliation system; mainframe compatibility tied into CASE	640K (hard disk)	$350,000	IBM PC full range; any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible	2/1990
Quantime	Quancept CAP 1	Mall intercept interviewing package; works with Quancept	640K (hard disk)	$250-$850	IBM PC full range; any DOS	Novell	150/1990
Street Map Software	StreetSmart	Designed to help plan route direction; up to 500 destinations can be route-optimized; with/without TIGER maps. **13, 33**	640K-2MB (hard disk)	$995	IBM PC 386 & up; DOS 2.0 +	Novell	150 + / 1987
Xcelsoft Inc.	REPS	Sales analysis & tracking system for manufacturers' sales reps; sales analysis, forecasting, direct mail, lead tracking. **5, 12, 24, 27**	640K (hard disk)	$997.50 (SU); $1,995 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	400/1984
FLEET CAR MANAGEMENT 8							
Contact Plus Corp.	Vehicle Management System Plus (VMSYS PLUS)	Keeps track of small fleet of vehicles. Preventative maintenance, repair history, miles traveled, etc.	300K (hard disk)	$495 +	IBM PC full range; DOS 3.1 +	No	200 + / 1989
Fleet Technologies Inc.	Integrated Fleet Administration System based on Paradox 3.0†	Tracks information on fleets/employees including mileage, accidents, reordering cycle; planned maintenance system.	640K	$2,995 (SU); $2,995 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	60 + / 1989
Norman R. Sutherland & Assoc. Inc.	Execulog†	Fleet management software, monitors/analyzes vehicle & driver efficiency.	350K (hard disk)	$2,000	IBM PC full range; DOS 2.5 +	No	New
Streetwise Computing	Streetwise Equipment Manager†	Fleet management system handles equipment inventory, maintenance, part orders, supplies, reports overheads & depreciation. **22**	640K (hard disk)	$2,000 (SU); $3,000-$4,000 (MU)	IBM PC full range; DOS 2.1 +	Novell, 3Com	325/1990
GRAPHICS 9							
Adobe Systems	Adobe Illustrator 3.0	Draw from scratch or use basic shapes, scale objects & patterns, blend colors, various typefaces; automatic scaling; text-handling capabilities & automatic graphing.	2MB	$595	Mac full range; MOS 4.2 +	AppleShare	500,000 + / 1988
Applied Business Technology Corp.	Project Graphics 3.1	Graphic tool used with the Project Workbench System.	512K (hard disk)	$550	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Banner Blue	Org Plus Advanced 6.0	Automatically draws organization charts, positioning text & spaces; calculates budgets, salaries; generates reports & charts. **3**	512K (hard disk)	$99.99-$487.99	IBM PC full range; DOS 3.0 + ; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	10,000 + / 1984
Banner Blue	Org Plus Advanced 6.0 for Windows	Same program as Org Plus Advanced 6.0 but runs under Windows 3.0.	1MB (hard disk)	$199.99 (SU); $499.99 (MU)	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
BLOC Publishing Corp.	3-D Charts To Go!†	Program that creates 3-D charts, pie, bar, line, or area in 3 different views (perspective, oblique, isometric); runs under Windows 3.0. **3, 30**	640K (hard disk)	$99.95	IBM PC-AT & up; DOS 3.1 +	No	New
Broderbund Software	TypeStyler	Text manipulation program; for logos, headlines, display text; 35 predesigned shapes.	2MB	$219.95	Mac + & up; MOS 6.0.5 +	No	50,000/ 1990
Computer Assoc. Int'l Inc.	CA Cricket Draw	Object- & bazier-oriented drawing program; produces high-resolution text effects; fonts/sizes/styles within style text block; sample file.	2.4MB (hard disk)	$199	Mac + & up; any MOS	No	5,000 + / 1986
Corel Systems Corp.	CorelDRAW 2.0	Graphics software package with type control & drawing; over 150 fonts, 4,000 clip art images & symbols; import/export capabilities; runs under Windows 3.0.	2MB	$695	IBM PC 386 & up; DOS 3.1 + ; OS/2, UNIX	No	200,000 + / 1989
Informix Software Inc.	SmartWare II†	Includes modules for database, spreadsheet, business graphics, word processing. **36**	512K	$895	IBM PC full range; any DOS, UNIX	All DOS-based Net-BIOS compatible	150,000/ 1984
Islandview Assoc. Inc.-MGI	Page Par	Full-page designs for major word processors with graphics capabilities. **4**	128K	$99 +	IBM PC full range DOS 2.0 + ; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	5,000 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Islandview Assoc. Inc.-MGI	PicturePak (6 editions)	Electronic clip-art program: Executive & Management, Finance & Administration, Sales & Marketing, Federal Government, State & Local Government, U.S. Maps & Landmarks; thematic words, images, logos, seals, symbols, borders, backgrounds, 3 clips.	128K	$99+	IBM PC full range, DOS 2.0+; Mac SE & up; any MOS	Depends on software	50,000+/ 1989
Lotus Development Corp.	Freelance Graphics†	Presentation graphics program; creates professional presenations for novice & advanced presenters. **36**	640K-4MB (hard disk)	$400-$495 (SU); $395-$695 (MU)	IBM PC full range; DOS 3.0+; OS/2	All DOS-based Net-BIOS compatible	350,000/ 1986
Lotus Development Corp.	Freelance Graphics for Windows†	Same as the Freelance Graphics program but runs under Windows 3.0. **36**	2MB (hard disk)	$495	IBM PC-AT & up; EGA/VGA card; DOS 3.1+	All DOS-based Net-BIOS compatible	New
MicroMaps Software Inc.	MapArt†	Comprehensive collection of PICT or EPS format clip-art maps: world, U.S. states; can customize, colorize, or modify maps by adding fill patterns, graphic objects, text, numbers, etc.	1MB	$179	IBM PC full range; DOS 3.0+; Mac full range; any MOS	No	1,000+/ 1990
MicroMaps Software Inc.	MapPak†	Clip-art package; U.S. by county, global perspective & world regions	2-4MB	$49	IBM PC full range; DOS 3.0+; Mac full range; any MOS	No	New
New England Software	Graph-in-the-Box 2†	Displays & prints 11 different types of full-featured business graphs. **3**	128K	$139.95 (SU); $595 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	300,000+/ 1986
Silicon Beach Software	SuperPaint 3.0†	Painting & drawing capabilities in graphics environment; bit mapped images & draw objects. **30**	2MB (hard disk)	$199	Mac SE & up; MOS 6.0.4+	All Mac compatible	New
Software Complement	Logos On-Line†	Custom-service for company logos, signatures; high quality formats; can be imported to desktop publishing program; formatted in various vector & raster images for DOS & Windows & as fonts for Mac & UNIX systems. **4**	512K	$150+	IBM PC full range; any DOS; Mac full range; any MOS	No	150+/ 1987
Spinnaker Software Corp.	PFS: First Graphics	Creates text & data charts; pie/column combinations; trend lines; high-&-low close charts, etc.; Lotus 1-2-3/ASCII importing function. **30**	512K	$149	IBM PC full range; DOS 2.1+	No	100,000+/ 1988
Spring Systems Inc.	MktSim Marketing Simulation 2.4†	Collects data on competitors, plays 'what if' with marketing mix variables for planning/forecasting; hypertext on-line documentation; 3-D graphic capabilities; ASCII & high-resolution graphics. **16**	300K	$250	IBM PC full range; DOS 2.1+	All DOS-based Net-BIOS compatible	500+/ 1989
SYSTAT Inc.	FASTAT	Intermediate package with scatterproof brushing tools & 3-D full-color graphics for presentations & reports.	3MB (hard disk)	$195	Mac+ & up; any MOS	No	1,000+/ 1988
Tronsoft Inc.	The Business Image†	Extensive library of copyrighted trademarks, logos & images; can add user's own logos to the database. **2**	512K	$295	Mac full range; MOS 6.0+	No	1,000+/ 1989
Visual Business Systems	BeaconDraw	Creates charts, graphs & images; merges existing files & then exports to slide makers, etc.; creates overhead graphics as well as printed media; scanning capabilities. **30**	640K (hard disk)	$9,500	IBM 386+; DOS 3.1+	No	500+/ 1986
Visual Business Systems	Visual Business GraphMaster	Chart/graph creation package for business & presentation graphs/charts. **30**	1MB (hard disk)	$295	Mac SE & up; MOS 4.0+	No	5,000+/ 1990
Zenographics	Pixie 2.3	Window-space charting & drawing package; library of symbols, import/export capabilities; runs under Windows 3.0. **30**	640K (hard disk)	$295	IBM PC-AT & up; DOS 3.1+	All DOS-based Net-BIOS compatible	40,000+/ 1987
ZSoft	PC Paintbrush IV	Graphics package with paint tools such as custom brushes, adjustable airbrushes & geometric shapes; changes images by cutting, flipping, rotating, etc.	640K (hard drive)	$99.95	IBM PC-AT & up; DOS 3.0+	No	1 million+/ 1989
ZSoft	PC Paintbrush IV Plus	Graphics package; scan, create, edit, enhance images; 256 color/gray scale images; scanner control; large-scale image support & gray scale retouching features.	640K (hard disk)	$199	IBM PC-AT & up; DOS 3.1+	No	1 million+/ 1987
ZSoft	Publisher's Paintbrush	Creates visual effects for brochures, newsletters, multimedia presentations; integrates paint tools, scanner control & image processing; runs under Windows 3.0. **30**	640K (hard disk)	$495	IBM PC-AT & up; DOS 3.1+	No	New
HIRING & TRAINING TO							
Addison-Wesley Publishing Co.	Marketing Tool Kit	Teaches marketing principles to trainees or students.	128K	$25.75	IBM PC full range; DOS 2.0+	No	4,000+/ 1985
Bureau of Business Practice	Don Scott's Professional Selling	Combines interactive advantages of personal computer with Don Scott's training skills; helps train new salespeople as well as retrain existing sales force. **25, 28, 29**	512K (hard disk)	$29.95	IBM PC full range; color monitor; DOS 2.0+	No	500+/ 1986
Caddylak Systems Inc.	Create Your Employee Handbook	Produces company information handbook. For new employees, retraining, or press releases.	192K	$49.95	IBM PC full range; DOS 2.0+; Mac full range; any MOS	No	3,000/ 1988
CompuDoc Inc.	Computer-based Tutorial†	Interactive tutorials include graphics & movement, offer quiz functions & print & track results. Student initiates movement & review.	512K	$10,000 to $50,000	IBM PC full range; DOS 3.0+; Mac full range; MOS 6.0.2+	No	125+/ 1989
Custom Databanks Inc.	Executive Search System	Merges names & addresses of 2,000 search firms with letters; database classified by industry, location, job category, salaries, updated 6 times/yr.	384K	$75+	IBM PC full range; DOS 2.0+	No	4,000+/ 1987
Green Light Software	CADENCE	Manual & disk for model professional office policy & procedures. **20**	1MB	$49.50	Mac+ & up; any MOS	All Mac compatible	100+/ 1988
The InMar Group	TrainingMate†	Interactive training on a disk or system; creates customized training program for company.	†	$15,000-$100,000	IBM PC full range; any DOS; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	150/1986

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Interpretive Software Inc.	PharmaSim	Puts user in role of brand manager for pharmaceutical company, responsible for all marketing decisions; marketing training tool.	640K	$69.95	IBM PC full range; DOS 2.11 +	No	800/1990
JIAN	Employee Handbook Builder†	Develop/organize working manual with 50 personnel policies & benefits prewritten in standard format. **36**	512K (hard disk)	$129	IBM PC full range; word processor; any DOS; Mac + & up; any MOS	No	12,000 + / 1988
Leadership Development Inc.	The Competency Builder†	Teaches sales force about product; improves skills & knowledge of product; support training tool.	256K	$3,000 +	IBM PC full range; DOS 2.0 + ; Mac 312 & up; any MOS	No	6,000 + / 1987
Leadership Development Inc.	Motivation Advisor†	Provides reports on motivation of employees; shows within which environment employee works best.	256K	$195	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Leadership Development Inc.	Negotiation Advisor†	Provides strategy report on how to deal best with anyone you may be negotiating with.	256K	$195	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Leadership Development Inc.	Sales Advisor†	Teaches how to chart the course of a sale; maintain control; handle objections; trigger a prospect's buying impulse; size people up.	256K	$195	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,500/ 1988
Lincoln Systems Corp.	ISP: Interactive Statistical Program	Teaches statistical marketing research; includes high resolution graphics; can be used for statistical analysis purposes. **31**	384K	$40-$150	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1985
Management Software Inc.	PC Briefcase Instructional Seminars	Interactive program teaches & reviews selling skills, account management. —	256K (hard disk)	$95	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500 + / 1989
MarketWorks Inc.	The Marketing Mentor	Teaches marketing planning.	640K	$49	IBM PC full range; DOS 2.0 +	No	2,000 + / 1987
Neuralytic Systems	Dr. Shrink	Assesses clients' personality; analyzes the public vs. private self (including secrets/sexual fantasies); recommends how to communicate with/persuade person.	164K	$49.95	IBM PC full range; DOS 2.0 +	No	40,000 + / 1987
Neuralytic Systems	Quality Personnel Screen	Employment screening: 105-question test (via computer or paper/pencil) measures honesty, substance abuse, agreeableness, extroversion, etc.	256K	$498.95	IBM PC full range; DOS 2.0 +	No	10,000 + / 1989
Personal Awareness Systems Inc.	Gameplanning†	Based on input from 6 people; computer is able to produce analysis of social style; helps define a means of effectively approaching a client or prospect. **20**	512K	$400-$700	IBM PC full range; any DOS	No	20,000 + / 1980
Profiles Int'l	The Profile†	Gives manager's personality assessment & description of employees' sal'spseople.	640K	$65 or less	IBM PC full range; DOS 2.1 +	No	6,000 + / 1986
The Scientific Press	ENTERPRISE: Integrated Management Exercise	Integrated marketing/management simulation teaches marketing concepts.	256K (hard disk)	$27.50	IBM PC full range; DOS 2.0 +	No	350/1989
The Scientific Press	Marketing Analysis & Decision Making	Text & cases with Lotus 1-2-3-based self-study for new product development, test marketing, product modifications, marketing mix management.	256K (needs Lotus)	$47.50	IBM PC full range; DOS 2.1 +	No	500 + / 1987
The Scientific Press	Marketing Management Analytic Exercises with Lotus	Lotus 1-2-3-based exercises teaching marketing concepts in a variety of situations.	256K (needs Lotus)	$32.50	IBM PC full range; DOS 2.1 +	No	500 + / 1988
The Scientific Press	Marstrat 2	Marketing strategy simulation for training strategy & techniques; for group participation.	256K (hard disk)	$37.50	IBM PC full range; DOS 2.1 +	No	1,000 + / 1977
Silton-Bookman Systems	REGISTRAR	Manages all day-to-day administrative details of registering, planning & scheduling training activities.	384K (hard disk)	$1,795 (SU); $5,595 (MU)	IBM PC full range; DOS 3.1 +	No	3,000/ 1984
SKOPOS Corp.	SKOPOS Applicant Manager†	Applicant & requisition management system; stores, retrieves, matches applicants to specific staffing specifications & produces management & regulatory reports.	2MB (hard disk)	$1,500 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1989
SKOPOS Corp.	SKOPOS Job Analyzer†	Analyzes individual job activities, responsibilities & requirements.	2MB (hard disk)	$5,000 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
SKOPOS Corp.	SKOPOS Job Evaluator†	Ranks the relative worth of a specific position vis-a-vis others & conducts internal & market reference analyses.	2MB (hard disk)	$7,500 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
SKOPOS Corp.	SKOPOS Personnel Data Manager†	Personnel information system for small & medium-sized companies; collects, sorts, analyzes employee information.	2MB (hard disk)	$5,000 (SU); + 50% (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1988
Strat X* Int'l	MARKOPS	User is "in charge" of a simulated marketing department; must devise strategies & allocate limited marketing resources.	256K	$245 +	IBM PC full range; DOS 2.0 +	No	3,000 + / 1988
Strat X* Int'l	MARKSTRAT	Users work in teams creating a competitive marketing environment; comprehensive approach to segmentation, positioning, market share, etc.	256K	$325	IBM PC full range; DOS 2.0 +	No	1,000 + / 1987
Strategic Management Group Inc.	Business Learning System	Training for marketing, operations, strategic planning, finance.	256K	$475	IBM PC full range; DOS 2.0 +	No	3,500 + / 1984
Strategic Management Group Inc.	Business Simulator	Simulates strategy situations in 5 different industries.	256K-512K (2 disk drives)	$69.95-$299.95	IBM PC full range; DOS 2.0 + ; Mac full range; any MOS	No	1,500 + / 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Strategic Management Group Inc.	Business Week's Business Advantage†	Learning tool simulation of running all aspects of a large corporation.	384K	$69.95	IBM PC full range; DOS 2.0 +; Mac full range; any MOS	No	25,000 + / 1986
Strategic Management Group Inc.	Export To Win!	Simulated export department to gain better understanding of the international marketplace.	640K	$149.95	IBM PC full range; DOS 2.0 +	No	2,500/ 1990
Strategic Management Group Inc.	Financial Learning System	Business simulation of competitive industry with underlying financial concepts.	256K (hard disk)	$299.95	IBM PC full range; DOS 2.0 +; Mac full range; any MOS	No	2,500/ 1990
Thoughtware Inc.	Sell!Sell!Sell! Training	Sales training program focuses on selling a generic product; highlights strengths & weaknesses & gives suggestions; assesses sales skills.	128K	$299	IBM PC full range + color monitor; DOS 2.0 +	No	5,000 + / 1985
Winsight Inc.	Succeeding in Your New Job	Aimed at new hires, explains what success in the new job means.	256K	$249 (SU); MU discounted	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
INQUIRY/ORDER 11							
Applied Software Technology	Versa Form XL	Programmable relational database; order entry, tracking, contact lists, accounting.	512K	$245 (SU); $495 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	50,000 + / 1981
CR Complete Business Systems Inc.	TELEMATE	Front-end order quotation system with real-time order/inventory system; compatible with TELEMAGIC. **12**	512K (hard disk)	$295 (SU); $695 (MU)	IBM PC full range; DOS 3.0 +, Mac full range, MOS 6.0 +; XENIX	All DOS-based Net-BIOS compatible, XENIX	2,000/ 1988
Hill Street Publishing	LeadChaser	Comprehensive package tracks sales leads; generates labels.	512K	$49.95	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible, UNIX	6/1987
Int'l Software Technology Inc.	MOMe	Handles mail order, inventory control, order processing, list management, reporting, fulfillment.	384K (hard disk)	$1,995-$2,995	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	500 + / 1984
Sysmark Information Systems Inc.	The Professional Distributor†	Esp. wholesale/retail distributors; handles order entry/inventory, accounts receivable/payable, purchasing, general ledger (up to 2,000 users). Developed using 4GL application development system; utilizes PICK & RDBMS. Price includes 4GL & source code to the application.	640K (hard disk)	$1,995-$7,995 +	IBM PC-AT & up; UNIX, PICK	No	200 + / 1981
TARP Information Systems	CRIS: Customer Response Information System	Monitors inbound telephone calls & letters; report/check writing; assigns by territory & locates by zip code.	640K (hard disk)	$15,000 +	IBM PC full range; any DOS, UNIX, AS400, OS/2	All DOS-based Net-BIOS compatible	200 + / 1984
Westchester Distribution Systems	WDS Loadcalc†	Program that totals up items, units & 4 other measures as sales rep keys in order; splits large orders into smaller ones.	100K	$99 (SU); $990 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	New
XYZT Computer Dimensions Inc.	Order Configurator†	Helps salesperson configure complicated orders.	512K (hard disk)	$695	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	400/1990
LEAD TRACKING 12							
Action Plus Software	Action Plus-The Personal Contact Information Manager	Personal information management system; keeps track of people, relationships, companies, events, schedules, sales information; E-mail; report generator; mailing functions. **20**	512K (hard disk)	$495 (SU); $1,495 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	2,000 + / 1985
Bits & Bytes Inc.	Lead Tracker†	Database system with customized reports; lead tracking system; import/export functions. **28, 33**	640K	$199 (SU); $1,500 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	2,000 + / 1988
Bricker-Evans	Tangibility	Lead planning package; projects lead requirements for promotional plans.	640K	$150	IBM PC full range; any DOS	No	15/1990
CATT Systems	LeadTrack†	Lead & manager tracking system for present & past accounts, reports, follow-ups, activities, expenses, direct mail. **5, 20**	512K (hard disk)	$495	IBM PC full range; any DOS 3.0	No	200/1984
Champaigne PC Dossiers	PC Dossiers†	Tracks, sorts & profiles clients; mass mailings; follow-up calls. **1, 5**	128K	$245	IBM PC full range; any DOS, UNIX	No	3,000 + / 1985
Computer Innovations	S-DOT†	Modular package: sales tracking, lead control profiles, forecasting, marketing research & analysis. **16, 27**	256K	$3,000 +	IBM PC full range; any DOS, UNIX	Novell	45/1985
Computer Masters	Client Master†	Database marketing tool, mini-word processor, auto-dialer, client tracking.	256K	$199 (SU); $399 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	50,000 + / 1986
Contact Plus Corp.	Contact Plus Professional†	Keeps track of sales leads, unlimited number of contacts/phone calls/letters/meetings/notes; reports, mailing labels, mail merge. **1, 5, 25, 32**	360K (hard disk)	$250 (SU); $895 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	2,000/ 1990
Datamatics Management Services Inc.	Professional Marketing System†	Sixty different functions for market response tracking, lead tracking, customer service analysis. Twenty-four modules with which to build a system. **1, 28, 33**	640K	$1,4995 (SU); $2,995 (MU)	IBM PC full range; DOS 3.1 +	Novell, PT, ARC, Ethernet	30/1984
Diamante Software	Control II	Invoice/order & lead-tracking system; multiple contacts per company, memo-file, automatic literature, fulfillment feature, serial number tracking, password access. **11, 28**	2MB (hard disk)	$1,195 +	Mac SE & up; MOS 6.0.5 +	AppleTalk	112 + / 1990
Dynacomp Inc.	Client Sales Master	Tracks current & prospective clients, mailing labels by zip code or alpha; report writing.	128K	$59.95	IBM PC full range; DOS 2.0 +	No	3,500 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Dynacomp Inc.	Customer Profile†	Tracks current & prospective customers & assigned sales reps to territories. **33**	128K	$59.95	IBM PC (Bill range; DOS 2.0 +	No	5,000 + / 1986
1st Desk Systems Inc.	1st TEAM†	Lead tracking, follow-up, order entry, mailing labels & lists for sales teams.	1MB (hard disk)	$295	Mac + & up, any MOS	All Mac compatible	30,000 + / 1985
Goldata Computer Services	Sales Prospect Tracking System	Lead tracking & telemarketing with mail merge, letter, label, back-end reporting capabilities. **32**	192K	$124.95 (SU); $495 (MU)	IBM PC full range; DOS 2.0 +	Novell	500 + / 1985
High Caliber Systems	peopleBASE 3.2†	Sales management system analyzes by lead source, salesperson; phone/mail follow-up of customers & prospects; personal management system. **20, 28**	640K (hard disk)	$199 (SU); $695 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	6,000/ 1986
HMS Computer Co.	Prospect Tracking System†	Track prospects through buying cycle; generates mailings & demographic reports. **5**	640K (hard disk)	$295 (IBM); $395 (Mac)	IBM PC full range; any DOS; Mac full range; MOS 3.2 +	All DOS-based NetBIOS compatible; AppleShare, AppleTalk	900 + / 1987
Inquiry Intelligence Systems	IQ System†	Inquiry management handling system; lead tracking by source/territory/product interest; built-in text editors.	640K (hard disk)	$1,295 (SU); $1,795 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	160 + / 1984
JKL Marketing	Sales/Marketing Solution System†	Integrated sales/marketing databases; prospect management, telemarketing; sales call reporting, product registration; market research. **5**	512K (hard disk)	$895 +	IBM PC full range; DOS 2.0 +	XENIX, Novell, LANtastic, 3Com	500 + / 1984
LEADtrack Services	LEADtrack†	Sales, marketing, lead tracking, inquiry fulfillment package for all industries & levels of salesperson. **5**	640K (hard disk)	$1,875	IBM PC full range; DOS 3.1 +	Novell	300/1984
LSW Inc.	CATS-Computer Assisted Tracking System†	Tracks customer service inquiries & sales. **11, 28**	8MB (hard disk)	$2,500 (SU); $12,500 + (MU)	IBM PC 386 & up; DOS 3.3 + ; UNIX	All DOS-based NetBIOS compatible	250/1983
M&T Publishing Co.	Time & Task Management	Tracks clients, follow-up/pending dates; organizes time, hrs., activities, budgets.	256K	$49.95	IBM PC full range; DOS 2.0 +	No	2,000/ 1986
Mr. Software Inc.	LMS†	Lead-tracking program; contact management, report generator, mail merge, telemarketing, order processing, letter writing. **1, 32**	640K (hard disk)	$198 (SU); $495 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	200 + / 1959
On Target	DOMINO	Contact & lead tracking program esp. for business-to-business, inbound/outbound calling; links advertising source with actual contact. **1, 2**	2.5MB (hard disk)	$3,780 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	100 + / 1989
Paul Guggenheim & Assoc. Inc.	S.M.A.R.T.S. (Sales Management & Record Tracking System)†	Modular-based lead tracking system; mass-mailing, automatic event generation, sales analysis. **24**	640K (hard disk)	$995-$1,295 (SU); $3,000-$30,00 (MU)	IBM PC-AT & up; DOS 3.0 + ,OS/2, UNIX	All DOS-based NetBIOS compatible, UNIX	45 + / 1986
Planning Works Inc.	Sales Manager System†	Forms for lead tracking, record-keeping, reports, market analysis, created by sales managers. **15, 28**	512K (hard disk)	$395 +	IBM PC full range; DOS 2.0 +	No	200 + / 1984
Prism Systems Inc.	LEADMARK†	Customized lead tracking per unique requirements, products, competitors; auto ranking & assignment capabilities. **5**	512K (hard disk)	$795 (SU); $2,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100/1988
RPI Inc.	LeadTrak†	Lead tracking & sales management software; contact histories, reports, mailing labels, etc.	640K (hard disk)	$499	IBM PC-AT & up; DOS 3.0 +	No	New
RRJ Assoc.	TracMaster†	Customizable, full-function client tracking system; quick-letter; multiple subsystems for orders/quotes; mailing labels/to-do lists/calendar.	512K (hard disk)	$295	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	New
RRJ Assoc.	TracMaster Professional†	Same as TracMaster program but allows user multiple applications.	512K (hard disk)	$495	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	New
Sales Implementation Systems	FOR$ALES†	Event-processing software; requires a flowcharted sales plan; lets management know that salespeople are staying on track. **28**	640K (hard disk)	$950	IBM PC full range; DOS 3.0 +	No	150/1990
Software Complement	CLIENT/Mac 2.105†	Contact management software; improves interpersonal relationships with clients; tickler notes, mail-merge functions, client filtering, time tracking. **1, 11**	1MB (hard disk)	$595 (SU); $995 + (MU)	Mac full range; any MOS	AppleTalk	150 + / 1987
Softworks Inc.	MARKIS	Lead qualification, tracking, prompting system, searches; word-processing interface. Provides management reports & produces mailing labels. **1**	192K (hard disk)	$395 (SU); $1,500 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	1,000 + / 1985
Stanford Business Systems Inc.	SalesPower†	For salespeople/managers: lead tracking, sales productivity/analysis. Tracks sales quotas, graphs performance of sales staff. **28**	2MB (hard disk)	$395-495 (SU); $795-$895 (MU)	Mac SE & up; any MOS	All Mac compatible	300 + / 1988
Target Microsystems Inc.	BULLSEYE†	Inquiry processing, follow-up assignments, measures payback on ads, tracks salesperson's follow-up effectiveness. **25, 28**	640K (hard disk)	$1,195 (SU); $1,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	70/1988
Unitrac Software Co.	UNITRAC for SQL Windows†	Fully integrated prospect and lead-tracking program; account management; mass-mailing and telemarketing modules. **1, 32**	2MB (hard disk)	$995 per user	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	250 + / 1983
Wedge Marketing Communications	Contact Tracker†	Customer & prospect tracker; auto-dialer, mail-merge, notes/reports/letters; organizes/categorizes appointments. **1**	640K (hard disk)	$50	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	4,000 + / 1987

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MAPPING-GEOGRAPHIC 13							
Caliper Corp.	GisPlus†	Geographic information system; market research & analysis tools. U.S. state, county & zip code boundaries included. **15, 16**	640K (hard disk)	$2,995	IBM PC full range; DOS 3.3 +	No	250 + / 1989
Caliper Corp.	TransCAD†	GIS for transportation operation & logistics. **16**	640K (hard disk)	$2,995-$9,995	IDM PC-AT & up, any DOS	No	250 + / 1988
Chadwyck-Healey Inc.	MUNDOCART/CD	Produces high-quality maps of any part of the world; imports cartographic data; regional subsets of Central America.	640K (hard disk)	$2,750-$14,800	IBM PC full range; DOS 3.2 +	No	57/1989
DOM Microsystems [Canada] Ltd.	GeoDOM†	Demographic analysis/geographic information system for marketing research; uses all Canadian Census information available. **16**	640K (hard disk)	$995	IBM PC full range; DOS 3.3 +	No	100 + / 1988
EARTH/Info Sciences Inc.-EIS	EARTH/Info†	Geographic information system that takes generic data such as consumer demand & census data information or custom data & incorporates it into a target marketing program; statistical capabilities. **14, 31**	640K (hard disk)	$5,000	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	New
ESRI	PC ARC/INFO†	Geographic information system; input analysis, management & display of geographic & related tabular data; modular system.	640K (hard disk)	$1,495 +	IBM PC-AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1987
Geographic Data Technology	MatchMaker 2000†	Address-to-coordinate matching system gives geographic location (longitude & latitude) for analysis & territory assignment; matches longitude/latitude coordinates to client addresses & census, track & block groups.	640K (hard disk)	$2,000-$20,000	IBM PC full range; DOS 3.1 +	No	30 + / 1986
GeoQuery Corp.	GeoQuery 2.0	Automatically creates maps for presentation/analysis of zip code-based data; used for territory/site planning, direct mail, account management, sales analysis, zip code tracking, presentations. **12, 33, 37**	1MB (hard disk)	$395	Mac + & up; MOS 4.0 +	All Mac compatible	6,000 + / 1988
Geosoft Corp.	Map Builder	Displays demographic information; maps customer locations, sales territories & thematic maps. **14**	512K	$250-$400	IBM PC full range; DOS 2.1 +	No	100 + / 1983
GEOVISION INC.	Census Windows: TIGERTOOLS	Uses U.S. Census Bureau TIGER (Topologically Integrated Geographic Encoding & Referencing) files to process, classify, catalog data; runs under Windows 3.0.	1MB (hard disk)	$495 to $1,495	IBM PC-AT & up; DOS 3.1 +, OS/2	All DOS-based Net-BIOS compatible	50 + / 1989
GEOVISION INC.	GEOSystem: Windows on the World & GEODisk U.S. Atlas†	User can customize to own geographic & desktop map systems; can display & manipulate large quantities of vector geographic data; runs under Windows 3.0	640K (CD-ROM)	$595	IBM PC-AT & up; DOS 3.1 +, OS/2	All DOS-based Net-BIOS compatible	1,200 + / 1987
GIS Southwest	PC ARC/INFO Custom Applications†	Geographic information system; analyzes sales territories, market share, profitability & fleet management. **8**	4MB (hard disk)	$10,000 +	IBM PC full range; DOS 3.3 +	No	10 + / 1989
Hawthorne Software Co.	PINMAP 2.0	Pushpin-style maps for plotting data by county or zip code. Assigns colors to data values. Identification of clusters & bands of data.	640K (hard disk)	$750	IBM PC-AT & up; DOS 3.2 +	No	New
Klynas Engineering	Streets on a Disk	Displays computerized road maps of entire U.S.; mailing lists; calculates travel maps & more.	512K (hard disk)	$225 +	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1986
MapInfo Inc.	MapInfo	Mapping system that analyzes & displays maps & geographic data; performs database searches, address matches, shades & colors boundaries; other add-ons available, down to street level detail; build & balance sales territories to track leads & marketing efforts & results.	640K (hard disk)	$995	IBM PC full range, DOS 3.0 +; Mac full range; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	15,000 + / 1986
MapInfo Inc.	MapInfo for Windows	Same as the MapInfo program but runs under Windows 3.0.	640K (hard disk)	$995	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Newton Technology Inc.	GEOvista	Geographic presentation system; displays data presentation quality maps; info. can be imported from spreadsheets/databases. **4, 25, 30, 33**	1MB	$249	Mac + & up, any MOS	AppleTalk	New
PC Globe Inc.	Descartes	Geo-demographic analysis program; marketing analysis, sales territory delineation, site positioning functions. Comes with state & county boundaries, zip code locations, etc. **15, 16, 33**	2MB (hard disk)	$995	Mac SE & up; MOS 6.0.2 +	No	300/1989
Resource Management Simulations	EarthBASE 1.31	Mapping application software; provides database functions, visualization of record locations, graphics file export & data analysis functions.	256K (hard disk)	$199-$239	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	New
Sammamish Data Systems	GeoSight 4.0†	Geographic information system for marketing research using all census & postal information available. **16**	640K (hard disk)	$1,850	IBM PC full range; DOS 3.2 +	All DOS-based Net-BIOS compatible	180/1985
Software Publishers	Harvard GeoGraphics	Presentation mapping product; allows user to create data-driven maps based upon countries, states, counties & aggregate 3-digit zip codes. **9, 37**	640K (hard disk)	$395	IBM PC full range; any DOS	No	New
Strategic Mapping Inc.	ATLAS*DRAW	Creates & edits maps showing counties, territories, planning districts, etc.; used with ALTLAS*GRAPHICS.	640K	$750	IBM PC full range; any DOS	Novell	2,000 + / 1988
Strategic Mapping Inc.	ATLAS*GIS 1.1	GIS: 250 layers, manages data files, matches addresses, import/export. Lotus 1-2-3-style windows.	640K	$2,495	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	2,500/ 1990
Strategic Mapping Inc.	ATLAS*MapMaker 4.5	Produces publication-quality maps; includes maps for every country in the world & a database with many U.S. Census reports/stats.	512K	$495	Mac full range; any MOS	AppleTalk	10,000/ 1986
Strategic Mapping Inc.	ATLAS*MapMaker 4.5 for Windows	Same product as ATLAS*MapMaker 4.5 but runs under Windows 3.0.	640K (hard disk)	$745	IBM PC-AT & up; DOS 3.1 +	All DOS-based Net-BIOS compatible	New

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Strategic Mapping Inc.	Atlas*Pro for DOS/Macintosh	Desktop mapping system; combines presentation graphics & database analysis; display/analyze information based on actual locations.	640K (IBM); 512K (Mac)	$649 (IBM); $745 (Mac)	IBM PC full range; any DOS; Mac + & up; any MOS	All DOS-based Net-BIOS compatible; all Mac compatible	New
Terralogics Inc.	TerraView	Program toolkit that develops mapping applications; library of functions; enables programs to focus on applications; rapid retrieval from CD-ROM & magnetic disk.	512K (hard disk)	$3,495 (SU); MU discounts	IBM PC full range; EGA/VGA color monitor; DOS 3.2 +; Color Mac; MOS 6.03 +; UNIX	All DOS-based Net-BIOS compatible; all Mac compatible; UNIX	1,000 + / 1989
TTG Inc.	STARmanager	Mapping program for small companies (100 territories or less); automatic balancing between geographic data & spreadsheet; runs under Windows 3.0. **33**	1MB (hard disk)	$595	IBM PC-AT & up; DOS 3.1 +	No	150/1990
TTG Inc.	STARmanager Advanced Edition	All STARmanager functions but for larger companies. **33**	640K (hard disk)	$1,995	IBM PC-AT & up; DOS 3.1 +	No	150/1990
TYDAC Technologies	SPANS†	Modular-based geographic information system; provides data integration, analysis & modeling capabilities; integrates geographically referenced data from all common sources.	3MB (hard disk)	$17,500 +	IBM PC-AT & up; DOS 3.3 +, OS/2	All DOS-based Net-BIOS compatible	1,600 + / 1980
Urban Decision Systems Inc.	Scan/US	Desktop mapping, decision support & GIS system enables users to visualize, integrate, manipulate & analyze demographic info; runs under Windows 3.0. **9, 14, 15, 33**	2MB (CD-ROM)	$595-$12,000 +	IBM PC-AT & up; math co-processor; DOS 3.3 +	No	50 + / 1990
ZS Assoc.	MAPS IV†	Customized software for sales territory alignment; integrates company data with U.S. geography.	640K	$35,000 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	90/1985
MAPPING-PERCEPTUAL 14							
Bretton-Clark	MCA +	Produces perceptual maps for all types of research data; high-resolution print drives for most printer plotters.	512K	$450	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	New
Equifax National Decision Systems	PCMap	Thematic mapping program; plots locations, targets customers, cross-references. **9, 13, 15, 18, 26**	640K	$495	IBM PC full range; DOS 4.0 +	No	623/1986
John Deighton	Correspondence Analysis†	Mapping of cross-tabulation tables; can create product positioning maps. **22**	256K	$150	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1985
Market ACTION Research Software Inc.	MapWise 2.03	Executive version of correspondence analysis, tracks brand images, competitive positioning, market segmentation analysis; presentation graphics of results.	256K (color plotter)	$9.95-$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	3,000 + / 1988
National Planning Data Corp.	MapAnalyst†	Analytical tool for analyzing & presenting demographic data, U.S.G.S. roads & highways.	1MB (hard disk)	$495	IBM PC full range; math co-processor; DOS 3.1 +	Novell	650 + / 1983
Sawtooth Software	APM System for Adaptive Perceptual Mapping	Perceptual mapping for a variety of marketing research functions; product development, simulation, etc.	256K (hard disk)	$1,500-$3,000	IBM PC full range; DOS 2.0 +	No	500 + / 1987
MARKET ANALYSIS 15							
ATG Inc.	ATG Census Data Extract	Program that allows for selective extraction of 1990 Census data from Census Bureau tapes & CD-ROM.	640K (CD-ROM)	$995 (SU); $1,495 (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG City/County Databook Utility	Program that allows for extraction of information provided by the U.S. Census City/County databook on CD-ROM.	640K (CD-ROM)	$495 (SU); $695 + (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG County Business Patterns Data Extract	Allows for easy search of businesses by SIC codes to the county level of any given state from the Census County Business Pattern CD-ROM.	640K (CD-ROM)	$595 (SU); $795 + (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
ATG Inc.	ATG Tiger File Conversion Utility	Extracts geographic data from the 1990 Census Bureau TIGER File CD-ROM.	640K (CD-ROM)	$995 (SU); $1,495 (MU)	IBM PC-AT & up; any DOS	All DOS-based Net-BIOS compatible	New
BMDP Statistical Software Inc.	SOLO 4.0	Statistical & graphics package with various tests, complete database.	640K (hard disk)	$95-$495	IBM PC full range; any DOS	No	5,000 + / 1984
Bruce Bell & Assoc. Inc.	Abtab	Survey information system for market researchers; contains complete data management operations; creates wide range of reports including cross-tabs & marginals. **16**	512K (hard disk)	$995 (SU); $1,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	25,000 + / 1984
Bruce Bell & Assoc. Inc.	Surview†	Complete media market research system; enables users to quickly create audience reach/frequency, readership profile, etc. **2, 16**	512K (hard disk)	$6,950 (SU); $9,950 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	72/1989
Business Research & Surveys	TABULYZER III†	Survey analysis, cross-tabulation, reporting, data entry & camera-ready report generation. Can export to other statistical analysis, word processing, spreadsheet & charting packages. **16**	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	500 + / 1983
CLARITAS Corp.	COMPASS†	Market analysis & mapping program; integrates demographic, client & third-party databases. Industry-specific versions available. **13**	640K	$17,500	IBM PC full range; DOS 3.3 +	All DOS-based Net-BIOS compatible	800 + / 1987
Crunch Software Corp.	CRUNCH	Marketing research, statistical analysis, data management; regression analysis, cross-tabulation, descriptive statistics, limited graphs. **16, 31**	500K	$495	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	6,000/ 1984
Disk-Count Software Inc.	Business Plan Developer	System that blends answers from a series of questions into the first draft of a business plan; printing capabilities; 5-year income analysis. **29**	512K	$49.95	IBM PC full range; DOS 2.1 +	No	20,000 + / 1989

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
DMIS	CONQUEST 2.6	Marketing information system: site selection, market analysis, territory planning, media planning, computerized mapping down to street level. **16, 18, 26, 29**	640K (CD-ROM)	$9,000-$100,000 +	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	300 + / 1986
DMIS	CONQUEST/Dun's BusinessLine 2.5	Business marketing information system provides access to lists of 8.5 million businesses. Computerized mapping including street networks. **16, 18, 26, 29**	640K (CD-ROM)	$18,000-$100,000	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	25/1990
DMIS	ScorPLUS	Market analysis system combining a grocery stall base with demographic & lifestyle data.	640K (hard disk)	$75,000	IBM PC 386 + up; DOS 3.0 +	No	New
Equifax National Decision Systems	Infomark†	Marketing information system that produces analytical reports, maps & graphics of over 27 different demographic & business data sources. Includes product consumption, competitive & customized client information; runs under Windows 3.0. **13, 16, 18, 26**	2MB (CD-ROM)	$22,000 +	IBM PC full range; DOS 4.0 +	All DOS-based Net-BIOS compatible	538/1986
France Int'l Ltd.	GoldSpread	Integrated package with spreadsheets, data management, graphics capability; compatible with Lotus 1-2-3. **27**	320K	$39.95	IBM PC full range, any DOS, Mac + /SE/II series; MOS 4.0 +	No	125,000 + / 1987
Information Resources Inc.	Data Server	Product, brand, marketing, performance, sales analysis.	640K	$50,000-$150,000	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	50 + / 1987
Information Resources Inc.	Express/EIS	Designs & implements customized executive info. systems; mainframe compatability.	640K	$50,000	IBM PC AT & up; DOS 3.1	All DOS-based Net-BIOS compatible	37/1989
Information Resources Inc.	Javelin PLUS†	Modeling & analysis program combines spreadsheet & database; creates reports & graphs. **24**	512K	$695-$3,295	IBM PC full range; MS DOS 2.1 +	All DOS-based Net-BIOS compatible	65,000/ 1985
Logistics Data Systems Inc.	Spaceman II	Space management system; provides planogramming capability with analytical tools. Incorporates inventory replenishment cycles, customer purchasing patterns & supply & stocking schedules. Price includes training.	4MB (hard disk)	$38,500	IBM PC 386 & up; DOS 3.3 +	No	1,500/ 1984
Logistics Data Systems Inc.	Spaceman Ii	Corporate merchandising system; full array of merchandising variables, associated with complete retail environment; allows user to receive data from various sources & analyze info.; explores "what-if" scenarios. Price includes training.	8MB (hard disk)	$60,000	IBM PC 386 & up; DOS 3.3 +	No	1,000/ 1989
Management Science Assoc. Inc./Market Science Assoc.	PcMARIS	Data retrieval & display program for field sales; tabular or graphic displays; spreadsheet capability. **28**	512K (hard disk)	$3,500 +	IBM PC full range, EGA monitor; DOS 3.0 +	No	1,000 + / 1987
Marketing Data Research	Master Tab 2.1†	Tabulates & cross-tabulates survey questionnaire data into finished tables; displays most frequently used statistical measures.	128K	$250	IBM PC full range; DOS 2.0 +	No	800 + / 1984
Marketools Inc.-Blanke Industries	GRUNTWORKS*	Forecasting, pricing, promotion evaluation of products/sales in a marketing context; establishes price/volume elasticity. **21, 27**	256K	$395	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	600 + / 1986
Mathematical Software Co.	Interactive Questionnaire Analysis	Program analyzes questionnaires through statistical calculations, multiple-factor & cluster analysis. **31**	256K (hard disk)	$189	IBM PC full-range; DOS 3.0 + ; Mac SE/II/series; MOS 6.0 +	No	10 + / 1989
McKenzie & Co.	Marketing Strategist	Develops marketing & business plans, diagnostics, target marketing, competitive analysis, sales tracking, marketforms library, marketing plan outlines. **18, 10**	640K (hard disk)	$399	IBM PC full range; DOS 2.2 +	No	New
MediaMark Research Inc.	MEMRI 15.0†	Series of programs for analyzing survey data, cross-tabulation & rating.	2.4MB (hard disk)	$11,500	IBM PC 386 & up; DOS 3.0 +	All DOS-based Net-BIOS compatible	300 + / 1986
Minitab Inc.	MINITAB Statistical Software 7.0†	Descriptive statistics, regression, ANOVA, discriminant analysis, principal component analysis, tabulation, distribution, time series analysis, interface with Lotus.	640K (hard disk)	$695 +	IBM PC full range; DOS 2.0 + ; Mac + & up; any MOS	All DOS-based Net-BIOS compatible	20,000 +/ 1972
National Demographics & Lifestyles	OASYS (Opportunity Analysis System)†	Marketing decision-support system with detailed demographic/lifestyle profiles of geographic areas by census track, zip tracking, reporting & mapping. **13, 18**	640K (hard disk)	$7,500 +	IBM PC AT & up; EGA + monitor; DOS 3.0 +	No	20 + / 1988
National Planning Data Corp.	MAX 3rd Access Software	Front-end software program that formats databases with use of various mapping/spreadsheet software.	640K (hard disk)	$495	IBM PC full range; VGA/monochrome monitor; DOS 3.0 +	No	New
NCSS Inc.	NCSS†	Cross-tabulation program with multiple regression, analysis of variants, multidimensional graphics, descriptive statistics. **31**	512K	$125	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS comp.	20,000 + / 1983
Quest Management Systems	INCITE*	Market/sales planning tool uses competitive information to support operating, tactical, strategic decisions; database with text, image, numeric data. **18, 29**	3MB (hard disk)	$4,000 +	IBM PC AT & up; DOS 3.0 +	All DOS-based Net-BIOS compatible; Netware & Banyan	27/1989
SDG Decision Systems	Sensitivity 6	Automatically performs sensitivity analysis on spreadsheet variables.	640K (hard disk)	$175	IBM PC full range; DOS 2.0 + ; Mac II, SE & up; any MOS	All DOS-based Net-BIOS compatible; all MOS compatible	1,000 + / 1985
SDG Decision Systems	Supertree 6 Decision Analysis Software†	Professional qualitative decision-analysis package. **17, 27**	640K (hard disk)	$1,500	IBM PC full range; DOS 2.0 + ; Mac II, SE & up; any MOS	All DOS-based Net-BIOS compatible; all MOS compatible	1,000 + / 1985
Tetrad Computer Applications Ltd.	PCensus†	Desktop demographic program allows retrieval of information for user-defined Canadian areas & Standard Canadian census areas.	5MB (hard disk)	$995 +	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	500/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Tetrad Computer Applications Ltd.	PSearch†	Finds target areas that best match user-defined lifestyles, targets Standard Canadian census areas.	18MB (hard disk)	$995 +	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	200/1990
Winsight Inc.	Isolating the "Real" Problem	Analyzes problems by "peeling away" layers of causes & possible origins.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
MARKET RESEARCH — 16							
Analytical Computer Service Inc.	A-CROSS	Survey research/questionnaire data-analysis system; works with Lotus/mainframe data. **15, 29, 31**	512K (hard disk)	$995	IBM PC full range; DOS 2.0 +	No	1,000 + / 1986
Apian Software	Survey Pro	Produces professional-quality surveys from questionnaire layout to tables & graphs. **3**	512K (hard disk)	$219	IBM PC full range; DOS 2.0 +	No	New
Bretton-Clark	Bridger	Allows evaluations of large numbers of product features using full profile conjoint analysis. **22**	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	75/1988
Bretton-Clark	Conjoint Analyzer	Analyze conjoint data using analytic models; produces market simulations. High-resolution graphics.	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	500/1986
Bretton-Clark	Conjoint Designer	Produces full profile designs used in conjoint studies; product descriptions for consumer evaluations. Lotus-like interface.	512K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	550 + / 1985
Bretton-Clark	Conjoint Linmap	Conjoint & trade-off analysis using profiles; non-metric math; global optimum solutions predicting validity.	256K	$900	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	60/1989
Bretton-Clark	Simgraph	Advanced market simulation analysis based on conjoint data; calibrates forecasts to current market share data. **27**	256K	$550	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	140/1987
CLARITAS Corp.	PRIZM Lifestyle Segmentation System†	Annually updated market segmentation system; provides data for analysis. Runs on CLARITAS COMPASS SYSTEM; describes every neighborhood in the U.S. down to zip + 4 level. Links major syndicated databases.	640K (CD-ROM)	$12,500	IBM PC-AT & up; DOS 3.0 +	No	500 + / 1974
Compusense Inc.	Computerized Sensory Analysis (CSA)	Automated data collection & analysis system for in-house consumer opinion studies; mainframe compatability. **2, 24**	640K (hard disk)	$16,500-$22,000	IBM PC-At & up; color/monochrome monitor; DOS 3.3 +	All DOS-based Net-BIOS compatible	40 + / 1986
Computers for Marketing Corp.	PC MENTOR†	Tabulation system for data manipulation; report-ready tables. **24**	640K (CD-ROM)	$200 per mo.	IBM PC AT & up; DOS 3.3 +	No	15/1989
Computers for Marketing Corp.	PC-SURVENT†	Computer-assisted telephone interviewing program for market research.	640K (hard disk)	$1,485-$10,000	IBM PC full range; DOS 3.0 +	Novell, ARCNET 2.1 +	16/1986
Computers for Marketing Corp.	Surveyor†	Menu-driven toolkit for questionnaire composition, interviewing & data reporting analysis.	640K (hard disk)	$950	IBM PC full range; DOS 3.3 +	No	8/1990
Courseware Development Project	Developing an Export Quote 2 & Export Marketing Tutorial	Computer-assisted learning program; educates users about terms of trade, foreign export risk & details needed to develop a foreign sales quote. **24**	512K	$45.00 (SU); $99.00 (MU) (Canada)	IBM PC full range; DOS 3.1 +	Novell	45/1989
Creative Research Systems	The Survey Sampler	Creates random digit telephone samples in customizable formats. User can specify proportion of numbers to come from each telephone prefix. **32**	300K	$149	IBM PC full range; DOS 2.0 +	No	100/1988
Creative Research Systems	The Survey System†	Covers all phases of survey research: questionnaire production, data entry, presentations tables & charts; can work with answers to open-ended questions.	384K	$500-$1,300; MU version avail.	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	3,000/ 1982
Cybernetic Solutions Co.	The Survey — An Opinion Research Tool for the Personal Computer	Creates questionnaires; allows telephone interviewing; creates reports including cross-tab; interfaces with word processing/graphics.	384K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	400 + / 1984
Data Description Inc.	Datadesk 3.0†	Statistical & exploratory data-analysis system; market research, demographic info. **15**	1MB (hard disk)	$595 +	Mac full range; MOS 4.0 +	All Mac compatible	1,500/ 1985
Data Resources	Market Scan†	Detailed coverage of U.S. industries' performance & market data; provides industry risk analysis & has capabilities of product line forecasting.	512K	$6,000-$8,000	IBM PC full range; DOS 2.0 +	No	90 + / 1987
Detail Technologies Inc.	Statcheck	Quick statistical calculator; allows sample size & weighted tests; Windows version available.	256K	$95	IBM PC full range; DOS 2.0 +	No	500 + / 1986
Echo Data	DataMax†	Data visualization system for multidimensional data with 30 or more variables; one graphic.	640K (hard disk)	$995 (SU); MU discount	IBM PC-AT & up; EGA color monitor; DOS 3.0 +, UNIX	All DOS-based Net-BIOS compatible, UNIX	200 + / 1990
Int'l Business Computer Aided Resource Directory Project	IBCARD	Library reference system for foreign trade subjects.	640K (hard disk)	$249-$259	IBM PC-AT & up, color monitor; DOS 3.2 +	No	50/1990
Management Science Assoc. Inc./ Market Science Assoc.	Market Impact†	System for concept evaluation & new product sales forecasting, planning & control.	512K	$11,000-$12,500	IBM PC full range; DOS 2.1 +	No	Under 50/1985
Management Science Assoc. Inc./ Market Science Assoc.	PCMatching†	Determines the best-matched markets based on one or more performance criteria; panel creation & test/control analysis. **15**	640K	$12,000	IBM PC full range; DOS 3.3 +	No	Under 50/1985

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Management Science Assoc. Inc./ Market Science Assoc.	Price Impact†	Simulates/predicts the effect of price changes on sales; handles multiple brands, scenarios, regions.	320K	$5,000	IBM PC full-range, color monitor, any DOS	All DOS-based Net-BIOS compatible	8 + /1985
Management Science Assoc. Inc./ Market Science Assoc.	Promotion Impact†	Analyzes supermarket scanner data; simulates/predicts effects of retail merchandising & associated price discounting on brand sales.	320K	$5,000	IBM PC full range, any DOS	All DOS-based Net-BIOS compatible	15 + / 1988
Marketing Metrics	Verbatim Analyzer	Analyzes open-ended survey responses; searches key words, sorts by criteria, generates reports.	256K	$239.50	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	50 + / 1987
Parker Marketing Research	Calculator Relief†	Series of spreadsheets run through Lotus that do statistical tests based on summary data: T-test, Z-test, Chi-square. **15**	258K (Lotus template)	$300	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	50 + / 1988
Productive Access	mTAB Research Analysis System 4.0	Research analysis system accesses & customizes large databases; generates report/graphic capabilities; menu-driven; esp. for PC micro use.	640K (hard disk)	$25,000 +	IBM PC full range, DOS 3.0	All DOS-based Net-BIOS compatible	500 + / 1986
PSRC Software	MaCATI II	Full-featured telephone information system; auto-dialer, imports phone samples from outside sources; statistical functions, phone tracking, video cues.	1MB	$795-$5,000 (MU only)	Mac + & up; any MOS	No	18 + / 1987
Pulse Analytics Inc.	PULSE/MPC	Multiple-paired comparison analysis package used by marketing & advertising researchers to study competitive positioning of products. **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/QSEG	Used by marketing & advertising researchers to do market segmentation analysis for different products/markets. **15, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/QUAD	Used by marketing & advertising researchers to understand customers' needs & brand satisfaction of said needs. **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/RSAMP	Used by marketing & advertising researchers to design a random sample of subsets of attributes to be studied by further surveys. **2**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1986
Pulse Analytics Inc.	PULSE/TURF	Optimizes marketing/advertising; addresses product-mix problems. **2, 22**	512K	$300-$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1988
Quantime	Quanquest	Interactive questionnaire-creation program; stores & retrieves questions. Generates Quantum specs, Quancept scripts, Quinput masks, interfaces with Ventura, Harvard Graphics, etc.	640K	$1,000	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	150 + / 1988
Quantum Consulting	Customer Profiler†	Program takes demographic survey information & combines it with slides & billing data; market segmentation for customer use; runs under Windows 3.0.	640K (hard disk)	$230	IBM PC-AT & up; EGA/AGA color monitor. DOS 3.1 +	No	1/1990
Robinson Assoc. Inc.	Compass Points†	Image management/segmentation research involving perceptual/respondent background data; stores information in disaggregated form. **14**	640K (hard disk)	$3,800	IBM PC full range, DOS 3.0 +	All DOS-based Net-BIOS compatible	50 + / 1986
Robinson Assoc. Inc.	POSSE: Product Optimization & Selected Segment Evaluation	Twenty-eight programs use market measures & economic planning tools to generate a response surface showing market share, product targeting, etc. **15, 31**	640K (hard disk)	$35,000 +	IBM PC-AT & up, math co-processor, DOS 3.1 +	No	1/1990
Sawtooth Software	ACA System for Adaptive Conjoint Analysis	Conjoint trade-off analysis for product development; simulates impact on market share of changes in product features/prices. **15, 22, 27**	256K	$1,500-$3,000	IBM PC full range, DOS 2.0 +	No	900 + / 1985
Sawtooth Software	C/2 CATI System for Computer Aided Telephone Interviewing	Computer-interactive interviewing; call management, quota control, call disposition monitoring. **32**	Varied (hard disk)	$5,000-$20,000	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	120/1986
Sawtooth Software	C/2 System for Computer Interviewing	Computer-interactive interviewing for marketing research, personnel hiring & other research needs.	256K	$500-$4,000	IBM PC full range, DOS 2.0 +	No	1,500 + / 1985
Sawtooth Software	Convergent Cluster Analysis System	Groups survey respondents with similar characteristics into identifiable clusters for strategic target marketing.	256K (hard disk)	$500	IBM PC full range, DOS 2.0 +	No	25/1987
Sawtooth Software	CVA: Conjoint Value Analysis	Conjoint analyses package for studying price; allows estimation of price elasticities for individual production attributes. **15, 22**	256K (hard disk)	$1,500	IBM PC full range, DOS 2.0 +	No	50 + / 1990
SKOPOS Corp.	Survey Processor†	Uses unlimited number of response scales/demographic groupings, prepares/analyzes comprehensive market/product surveys; applies scanner input data to any report.	2MB	$2,500	IBM PC-AT & up, MS DOS 2.0 +	All DOS-based Net-BIOS compatible, UNIX, EMS	75 + / 1988
Stolzberg Research Inc.	Market Research†	For polling, marketing research, tallying survey results with automatic error detection.	256K	$180 (SU), $300 (MU)	IBM PC full range, DOS 2.0 +, Mac II, any MOS	All DOS-based Net-BIOS compatible	300 + / 1980
Suburban Software	T.A.B. Program	Data entry, cross-tabulation/mean cleaning for all types of surveys; data entry/tabulation for research questionnaires; produces tables, etc.	512K	$995	IBM PC full range, DOS 2.0 +	No	60 + / 1985
SumQuest Survey Software	SumQuest	For marketing research groups to process/analyze questionnaire survey data; frequency distributions, cross-tabulations, graphics.	512K	$595 (SU), MU version avail	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	300 + / 1986
TBX Inc.	Quik-Pol	Survey program produces questionnaires & tabulates information.	256K (hard disk)	$495	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	150 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MARKETING MANAGEMENT 17							
HMS Computer Co.	Home Marketing Management System	Marketing management system for real estate agents/home builders; modules include mortgage loan calculator, prospect tracking system, proposal purchase agreement. **12**	640K, 1MB (hard disk)	$995 (SU); $1,695 (MU)	IBM PC full range; DOS 2.1+; Mac full range; any MOS	All DOS-based Net-BIOS compatible; AppleShare, AppleTalk	700+/ 1987
JIAN	Forecast Express	Merges historical data & anticipated expenses; complete financial statements. **27**	512K (hard disk)	$295	IBM PC full range; any DOS; Mac full range; any MOS	No	500+/ 1990
Management Science Assoc. Inc./Market Science Assoc.	Analyst Work Station†	Integrates user-selected PC productivity software with mainframe or network databases; report generation, data analysis, etc. **24**	640K (hard disk)	$15,000+	IBM PC-AT & up; DOS 3.1+; OS/2; Mac+ and up; any MOS	No	Under 50/1989
M & S Assoc.	EXIMPAK	Software program for export & import pricing & analysis	640K (needs Lotus)	$89.95	IBM PC full range; any DOS	No	New
Maryland Interactive Technologies	The Business Disc	Sophisticated simulation leads one through the steps of planning & managing a small business. **18**	512K (laser disk)	$2,995 (MU)	IBM PC full range; DOS 2.1+	Novell	300/1987
Norman R. Sutherland & Assoc. Inc.	Find-A-Rep†	Database program helps sales managers define/identify the best commissioned sales rep for their products; names of 8,000 reps in 92 industrial classifications already in program.	384K (hard disk)	$295+	IBM PC full range; DOS 2.0+	No	200+/ 1988
OnDisk	World Directory	Database management system; incorporates telemarketing/direct mail; provides own database of over 80,000 computer- & telecommunication-related businesses.	640K (hard disk)	$79.95	IBM PC full range; DOS 2.0+	All DOS-based Net-BIOS compatible	New
The Right Brain Inc.	NewsTrack/IBM & MAC ††	Database tool for detailed management/analysis of publicity programs; manages/analyzes media database/lists/clippings/exposure; esp. for PR firms in corporate communications departments. **2**	1MB (hard disk)	$495+	IBM PC full range; any DOS; Mac+ & up; any MOS	All DOS-based Net-BIOS; all Mac compatible	700+/ 1989
Select Marketing Inc.	MMS (Marketing Management Software) 3.2†	Lead tracking & marketing management system; telemarketing, sales reports, records, sales analysis, sales forecasts. **12, 24, 27, 32**	640K (hard disk)	$195 (SU); $995 (MU)	IBM PC full range; DOS 2.1+; UNIX	All DOS based Net-BIOS compatible, XENIX	1,400/ 1983
Winsight Inc.	Keeping Your People Motivated	Helps managers understand their employees' feelings/motivations.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1+	No	1,000+/ 1988
MARKETING PLANNING 18							
Comshare Inc.	One-Up†	Complete business planning, analysis & modeling software designed to enhance productivity. **20, 24, 29**	512K (hard disk)	$1,500	IBM PC full range; DOS 3.1+	All DOS-based Net-BIOS compatible, Banyan Pathwork	13,500/ 1988
Good News Marketing Inc.	The Market Nicher	Reveals & quantifies optimum target market segments; includes market segment, channel & benefit databases, graphic & text output; makes segmenting decisions authoritative. **16, 17**	1MB	$695	Mac+ & up; MOS 6.02+	No	New
JIAN	Biz Plan Builder 4.0†	Edit & customize 70+ page prewritten business plan; presentations for bankers/investors/senior executives. **17,22, 23, 30**	512K (hard disk, needs Lotus)	$129	IBM PC full range, word processor; any DOS; Mac full range; any MOS	No	50,000+/ 1988
K & A Software	Diagnostic Audit	Esp. for new-product developers; points out problem areas; shows how to straighten strategies; report card generator; provides quantitative/qualitative assessments.	256K (hard disk)	$124.95	IBM PC full range; DOS 3.0+	All DOS-based Net-BIOS compatible	300+/ 1988
MarketWorks Inc.	The Marketing Manager†	Guides user through the process of producing a marketing plan.	256K	$299 (SU); $2,500 (MU)	IBM PC-AT & up; DOS 2.0+	All DOS-based Net-BIOS compatible	5,000+/ 1987
Scarsdale Marketing Co.	PROPLANSYS†	Promotion planning program designed to help consumer & trade promotion planners improve their control & target strengths & weaknesses.	240K	$2,900	IBM PC full range; DOS 2.1+	No	50+/ 1983
The Scientific Press	Marketing Mix Analysis with Lotus	Teaches using spreadsheet software to understand & solve problems when analyzing marketing mix allocations. **15**	256K (needs Lotus)	$37.50	IBM PC full range; DOS 2.0+	No	200/1987
MEETING PLANNING 19							
ACEware Systems	Conference Coordinator†	Registration management provides invoices, confirmations, name tags, mailing labels, reports, financial statistics. Source code included with program, full laser printer support, automatically written postcard printing.	640K	$1,295 (SU); $2,590 (MU)	IBM PC-AT and up; DOS 3.0+	All DOS-based Net-BIOS compatible	150+/ 1984
The Association Store Ltd.	Lil Badger System†	Badge making, housing reports, airline manifest, conference bookkeeping, preregistration, custom fonts & logos.	256K	$295-$695	IBM PC full range; DOS 2.0+	Novell	50+/ 1985
Aztech Corp.	Activity*Ware†	Tracks activities of individuals & committee memberships.	640K (hard disk)	$995	IBM PC full-range; any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50+/ 1985
Aztech Corp.	Central*Ware†	Customized demographic database, labels, rosters.	640K (hard disk)	$695	IBM PC full range; any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50+/ 1985

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Aztech Corp.	Conference*Wizard	Unlimited tracking of conferences, events, fees, participants, payment history, letters, produces badges, tickets, reports, lists; over 20 modules each	1MB (hard disk)	$1,995 (SU); $1,995 + (MU)	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985
Aztech Corp.	Note*Wizard	Equivalent to Post-it notes, esp. for meeting planners	640K	$695	IBM PC full range, any DOS, UNIX, XENIX	All DOS-based Net-BIOS compatible, UNIX, XENIX	50 + / 1985
Computer Solutions & Development Inc.	Quik+ Conference Express	Financial details of registration, payments, sessions per conference. Hotel travel program & guest tracking through seminars. Exhibit module	640K	$1,995 (SU); $2,995 + (MU)	IBM PC full range, any DOS	Novell	52/1986
Computer Solutions & Development Inc.	Mon\$x Member Express	Organizes accounting, billing, mailing labels, form letters for membership organizations	640K (hard disk)	$1,995 (SU); $2,995 + (MU)	IBM PC full range, any DOS	Novell	67/1986
Convention Central Inc.	DataWorld	Maintains data for convention attendance, hotels, air ground arrangements, events, detailed reports for suppliers, registration	512K	$3,500	IBM PC full range, any DOS	No	5/1988
Data Services Co.	Keeper Seminar Management System	Registration system for seminars, conventions & exhibits; prints badges, tracks resumes, speakers, exhibits	640K (hard disk)	$350 +	IBM PC full range, DOS 3.1 +	All DOS-based Net-BIOS compatible	10 + / 1990
DISC Corp.	The Magic PRAYER	Registration software, activity screen for each attendee, budget control worksheet, tracks room requirements	640K (hard disk)	$1,028	IBM PC, AT & up, DOS 3.0 +	All DOS based Net-BIOS compatible	New
DISC Corp.	MEETING MANAGER PLUS	Plans & manages meetings, planning by category with full budget control, spreadsheet capabilities, word processor, mail merge, report writer	640K (hard disk)	$5,000 (SU); $5,000 + (MU)	IBM PC full range, DOS 3.1 +	All DOS based Net-BIOS compatible	43 + / 1987
ETS Center	Name Processor†	Database for handling names/addresses for mailing lists & meetings; prints labels, badges, logos	256K	$149	IBM PC full range, any DOS	Novell	2,500 + / 1984
G.G. Tauber Co.	BadgeWorld	Makes badges, customizes logos, 3 fonts, 6 points sizes	512K	$725	IBM PC full range, any DOS	No	50 + / 1990
Int'l Conference Management	Event Manager Series†	Registers individuals for unlimited events & sessions; tracks attendees, speakers, exhibitors, vendors, hotels, rates, room types & reservations, accounting. Modular based system	640K (hard disk)	$695; $11,000	IBM PC full range, DOS 3.3 +	Token Ring, Novell, 3Com	35/1988
K/M Data Systems Inc.	K/M Registrar + †	Modular based system; registers participants' activities, fees & show income; produces 15 reports & bills; modules for academic applications	520K (hard disk)	$995; $3,024	IBM PC full range, any DOS	Novell, IBM Token Ring	50 + / 1984
Logic Design Corp.	Banquet/Convention Manager†	Hotel & convention marketing & record-keeping package; telemarketing, direct mail, contract entry, scheduling & invoicing	8MB (hard disk)	$5,000 +	IBM PC 386 + , DOS 3.0 + , UNIX	LANmanager, Novell	28/1990
Peopleware Inc.	MeetingPro III	Integrated registration management system for seminars & conferences; report generator, lists, letters, typeset quality badges	640K (hard disk)	$995; $3,995	IBM PC full range, DOS 2.1 +	All DOS-based Net-BIOS compatible	700/1981
Peopleware Inc.	NameTags Plus†	On-site & pre-meeting system produces typeset-quality badges, certificates, table tents, exports to word-processing systems for personalized confirmations	512K (hard disk)	$245	IBM PC full range, any DOS	All DOS-based NetBIOS compatible	300/1988
Peopleware Inc.	Talent Scout 2.0†	Integrated speaker/instructor/event scheduling system; database with speaker bios, fees, evaluations	640K (hard disk)	$750; $1,450	IBM PC full range, DOS 2.1 +	No	30/1990
Phoenix Solutions Inc.	FEEDBAK	Survey design/processing/evaluation software, esp. for meeting planners (meets CME standards)	640K (hard disk)	$795 (SU); $1,195 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	25 + / 1989
Phoenix Solutions Inc.	GL/APTrak†	General ledger/accounts payable, esp. for meeting planners	420K	$695	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	25 + / 1988
Phoenix Solutions Inc.	MeetingMatrix†	Room setup & layout software, draws floor plans, shows distances between chairs, aisle width, distance from A-V screens, etc.	640K (hard disk)	$2,495 (SU); $2,995 + (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	40 + / 1989
Phoenix Solutions Inc.	MeetingTrak 3.0†	Meeting registration software, manages registration, counts, unlimited sessions & events, name tags, labels, mail merge, financial reports, housing lists, etc.; modular program	640K (hard disk)	$1,995 (SU); $3,495 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based major NetBIOS compatible	800 + / 1984
Phoenix Solutions Inc.	PeopleTrak†	Association management software, membership records/history, renewal invoices/reminders, committee membership	640K (hard disk)	$2,495 (SU); $3,995 + (MU)	IBM PC full range, DOS 2.0 +	All DOS-based NetBIOS compatible	150 + / 1985
Phoenix Solutions Inc.	RESNET 2.0†	Conference facility management software, prevents double bookings, produces food, beverage, A-V instructions, invoices, manages inventory, 40 standard reports built in	640K (hard disk)	$2,495 (SU); $3,995 (MU)	IBM PC full range, DOS 2.0 +	All DOS-based Net-BIOS compatible	75 + / 1987
Sector Systems Co. Inc.	Seminar Selling Organizer	Sales seminar organizing & planning tool	256K	$60	IBM PC full range, DOS 2.0 +	No	500/ 1986
System Dynamics	CRIS: Conference Registration Information System†	For small & medium-sized conferences (up to 5,000 participants); generates participant reports, mind planning, tracks fees, breaks participation into categories	256K	$700	IBM PC full range, DOS 2.0 +	No	185 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Topitzes & Assoc.	E-Z/Nametag	Prints name tags, certificates, table tents, overheads for presentations.	128K	$99	Apple IIe & Apple IIc & comp.; any MOS	No	150 + / 1986
Topitzes & Assoc.	Mac/Nametag	Same as above but with 18 fields of information; import/export to other Mac software packages.	1MB	$299	Any Mac; any MOS	No	100 + / 1989
Topitzes & Assoc.	PC/Nametag†	Name tag & database registration software; stores/sorts on 18 fields; generates typeset-quality name tags & certificates; mailing labels; reports.	256K (hard disk)	$199	IBM PC full range; DOS 2.0 +	No	3,000/ 1985
Topitzes & Assoc.	PC/Nametag II Deluxe	Same as above but with import/export capabilities from word processing, database, or any other program in ASC II format.	256K	$399	IBM PC full range; DOS 2.0 +	No	750 + / 1986
Topitzes & Assoc.	PC/Nametag III Deluxe†	Same as above but prints typeset-quality name tags & certificates; 2,800 name tags/hr.	384K	$599	IBM PC full range; LaserJet or Series II printer; DOS 2.0 + ; Mac full range; any MOS	No	600 + / 1988
Topitzes & Assoc.	PC/Nametent	Generates name tents, signs & banner on a dot matrix printer.	256K	$59	IBM PC full range; any DOS	No	500 + / 1986
Topitzes & Assoc.	PC/Nametent II	Creates typeset-quality name tents & signs in a variety of formats; users can import information from any PC name-tag software program.	256K	$195	IBM PC full range; DOS 2.0 +	No	300 + / 1989
William R. McHugh Inc.	Convention Sales System	Assists convention & visitor bureaus in sales & marketing; 3 levels of info.: general about company, booking for specific meetings, history of activity on file.	256K (hard disk)	$3,000 (SU); $5,000 (MU)	IBM PC full range; DOS 2.0 + ; UNIX	All DOS-based Net-BIOS compatible	2/1982
Winsight Inc.	Making Meetings Productive	Identifies specific steps to help make meetings better; prepares participants for peak performance.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
PERSONAL MANAGEMENT 20							
askSam Systems	askSam 5.0	Information management tool; search engine, text editor, command language & user-definable menus. **20**	384K	$395 (SU); $1,059 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS	30,000 + / 1985
Bridgeway Wordsystems Int'l	Translation Software	English-to-foreign & foreign-to-English for all major commercial languages. **36**	640K (hard disk)	$998 +	IBM PC full range; DOS 3.1 +	No	New
Brightbill-Roberts & Co.	HyperPAD 2.0	Daily, monthly, yearly calendar; phone/addresses; expense tracking; graphics. User can create unlimited customized applications.	384K	$149.95	IBM PC full range; DOS 2.1 +	No	30,000/ 1990
Broderbund Software	MemoryMate†	Personal information manager; all notes are indexed/cross-indexed; electronic Rolodex.	640K	$69.95	IBM PC full range; DOS 5.0 +	No	100,000 + / 1990
ButtonWare Inc.	TakeNote†	Electronic Rolodex; files names/companies/contacts on pre-designed cards, mailing labels, reports, auto-dialer; runs under Windows 3.0.	340K (hard disk)	$49.99	IBM PC-AT & up; DOS 3.1 +	No	New
Campbell Services	OnTime	Lifetime calendar & to-do list manager; message field; group scheduling on network version.	340K	$69.95 +	IBM PC full range; DOS 2.1 +	Novell	4,000/ 1989
Campbell Services	OnTime for Windows	Same as OnTime program but runs under Windows 3.0.	340K (hard disk)	$129.95	IBM PC AT & up; DOS 3.1 +	Novell	New
Chronos Software Inc.	ENTERPRISE WHO-WHAT-WHERE†	Scheduling & calendaring over the network with client account & sales history; includes card files, phone list, meeting maker, auto-dialer & more. **1, 23, 28**	640K	$695 (MU)	IBM PC full range; DOS 3.1 +	Novell, NetWare, Aware	1,000 + / 1990
Chronos Software Inc.	WHO-WHAT-WHERE†	Client account & contact management with sales history; GANTT chart. **1, 23, 28**	512K	$295	IBM PC full range; DOS 2.0 +	No	35,000 + / 1988
DAC Easy Inc.	Rolodex Live	Memory-resident personal info. manager. **22**	256K	$49.95	IBM PC full range; DOS 2.1 +	No	15,000/ 1988
JIAN	Living Trust Builder	Prepares confidential living trust; features ready-to-customize sample trusts & associated documents.	512K (hard disk)	$139	IBM PC full range; word processor; any DOS; Mac + & up; any MOS	No	2,000 + / 1990
Lawco Ltd.	Decision Aids 2.1	To-do list, calendar, criteria rank, alternative routines. **23**	128K	$99.95	IBM PC full range; DOS 2.0 +	No	2,000 + / 1986
Lotus Development Corp.	Agenda 2.0†	Program with 4 pre-built starter applications designed to increase productivity; personal information manager; to-do lists, arranges and prioritizes reminders, phone numbers, ideas & dates/times of meetings, math capability, enhanced printer support. **1, 23**	640K (hard disk)	$395	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	100,000 + / 1990
Lotus Development Corp.	Lotus Magellan 2.0	Tool for finding/viewing/using all info. stored on a personal computer; searches/views files & executes the program in which the file was created; compress/uncompress, undelete, copy, move, sort, rename & backup files. **36**	512K (hard disk)	$139	IBM PC full range; DOS 2.1 +	No	250,000/ 1990
MINDLINK Inc.	MINDLINK	Expert system assists in creative thinking, indirectly addresses problems; routine version of Hypercard included; IBM version runs under Windows 3.0. **23**	640K (hard disk)	$299 (SU); $795 + (MU)	IBM PC-AT & up, DOS 3.3 + ; Mac + & up; MOS 6.0 +	All DOS-based Net-BIOS compatible; Apple's Hypercard & comp.	100 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Performer Systems Inc.	PERFORMER: The Time & Contact Management System 3.0†	Organizes & tracks clients & time schedules, scripting, reports, tickler, expense tracking.	512K (hard disk)	$295 (SU); $695 (MU)	IBM PC full range (except PS/2); DOS 3.1 +	All DOS-based Net-BIOS compatible	12,000/ 1989
Polaris Software	Polaris PackRat	Personal information manager organizes appointments, calendar, data, telephone dialer, project manager, resource & time manager, runs under Windows 3.0. **23**	1MB (hard disk)	$395 (SU); $695 (MU)	IBM PC-AT & up; DOS 3.3 +	All DOS-based Net-BIOS compatible	25,000 + / 1988
Popular Programs Inc.	Pop-Up DeskSet Plus 2.0†	System containing note pad & word processors, address book, schedules, financial calculator, alarm clock, phone dialer, standard calculator, auto-dialer, telecommunications.	20-90K	$69.95-$129.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	400,000 +/ 1982
Popular Programs Inc.	Pop-Up Today	Task prioritizer, daily, weekly, monthly to-do lists; automatically sorts any field.	40K	$39.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	20,000 + / 1986
Popular Programs Inc.	Pop-Up PC-12c	Exact emulation of the Hewlett-Packard HP 12c hand-held financial calculator.	60K	$69.95	IBM PC full range; DOS 1.0 +	All DOS-based Net-BIOS compatible	Under 1,000/ 1986
Portfolio Systems	Dynatex: The Instant Address Book	Electronic Rolodex with desk accessory version finds, dials & manages personal contacts; prints pre-formatted personal organized pages for Filofax, envelopes & mailing labels; IBM version runs under Windows 3.0.	640K	$125	IBM PC-AT & up; DOS 3.1 + ; Mac + & up; any MOS	No	7,500/ 1990
Spinnaker Software Corp.	Resume Kit	Formats resumes, produces fonts for typeset look; database for contacts, calendar, full word processor.	384K (IBM); 512K (Mac)	$39.95	IBM PC full range; DOS 2.1 + ; Mac + & up; any MOS	No	40,000 + / 1988
Star Software Systems	Venture: The Entrepreneur Handbook†	Database & word processor with business plans/documents, spreadsheets, double entry general ledger, graphics, strategic planning. **18, 29, 36**	512K (hard disk)	$149.95	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	5,000 + / 1989
Symmetry Corp.	ACTA 7	Desk accessory; organizes ideas, information, time & projects; outlines, plans, organizes, makes lists, sorts.	512K	$149	Mac + & up; MOS 6.05 +	AppleShare, Ethernet, AppleTalk	30,000 + / 1986
Time/Design	NameBank	Contact management software; organize, categorize & cross-reference all personal/professional/specialized contacts; custom fields for personalization. **1**	256K	$95	IBM PC full range; DOS 2.0 +	All DOS based Net-BIOS compatible	2,000/ 1988
Time/Design	TimeBase	Personal information management software; cross-references people/plans/projects simultaneously; features 14 different printouts & desktop management tools.	640K (hard disk)	$195 (SU); $695 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	600/1990
Varteck Int'l	Influence	Electronic Rolodex; import/export capability; auto-dialer.	384K (hard disk)	$98	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	6,000/ 1988
Varteck Int'l	PS Menu/PC Net	Menu product system; access up to 25.6 billion programs & commands on 8 menu levels.	64K	$75	IBM PC full range; DOS 3.0 +	Novell, PC Net	20,000 + / 1989
Winsight Inc.	Sharpening Your Performance	Strengthens employees' ability to choose the best ways to improve their results & carry them out.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	100 + / 1990
PRICING 21							
Anaheim Technologies Inc.	Anaheim Bid†	Maximizes chances of landing an account through the bidding process; strategy tool. **10, 29**	640K (hard disk)	$495	IBM PC full range; DOS 2.1 +	No	100 + / 1989
Computer Innovations	Price It†	Sales support package; pricing, bidding negotiations, comparative tracking. **28**	512K	$1,995 +	IBM PC full range; any DOS, UNIX	Novell	60/1988
Pizzano & Co. Inc.	Pricing Strategy Advisor†	Expert system determines optimal pricing strategy, promotional tactics & account-specific bidding strategies.	640K (hard disk)	$25,000 (SU); $40,000 (MU)	IBM PC-AT & up; DOS 2.0 +	Novell	5/1990
The Sachs Group	The Contract Planner†	Models/alternative pricing strategies for contracts.	640K (hard disk)	$35,500	IBM PS/2; DOS 3.0 +	All DOS-based Net-BIOS compatible	12/1989
Slattery Software	Minute Quotes	Prints price quotes; calculates prices, discounts, commissions, net profits, etc.; can be used to do "what ifs." **7, 24, 25, 32**	512K	$495	IBM PC full range; 2.1 +	No	1,000 + / 1987
PRODUCT MANAGEMENT 22							
Apian Software	Decision Pad	Interactive worksheets help customers make product choice decisions; produce data for later analysis. **30**	256K	$395	IBM PC full range; DOS 2.0 +	All DOS-based Net-BIOS compatible	1,000 + / 1988
Bits & Bytes Inc.	Marketing Decision Maker†	Manages marketing distribution/planning product development process; allows competitive intelligence, raises performance & marketing mix for new products. **15, 16, 17**	640K (hard disk)	$250 (SU); $2,500 (MU)	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	2,000 + / 1988
Business Resource Software Inc.	Business Insight†	Expert system & evaluation of business plans & strategies; evaluates ongoing business activities, analyzes new ventures, introduces new products. **17, 18**	640K (hard disk)	$495	IBM PC full range; DOS 3.0 +	All DOS-based Net-BIOS compatible	New
Caddylak Systems Inc.	Take Stock†	Comprehensive inventory system tracks prices & vendor information for 3,200 items in 19 categories, prints purchase orders & labels, dot matrix compatability.	256K	$89	IBM PC full range; DOS 2.0 +	No	1,000/ 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Information Resources Inc.	Apollo Space Management System	Shelf-space management for consumer packaged goods manufacturers, retailers, wholesalers & brokers for sales & merchandising analysis, allocation methodology, reports/graphs.	640K-2MB (hard disk)	$40,000	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	1,500/ 1984
Information Resources Inc.	TotalStore Apollo	Space management merchandising analysis conducted at a store, aisle, department, or category level; graphics/reports.	640K-2MB (hard disk)	$10,000	IBM PC full range; any DOS	No	230/1987
Management Control Systems	PROMASTER: Project Evaluator	Systematizes gathering of market data & costs for starting a new product.	512K (hard disk)	$395	IBM PC full range; DOS 2.0 +	No	250 + / 1986
Marcomm Industries Inc.	List Tamer-The Executive Suite†	Fully relational database program designed for use with lists/databases, maintains standard record info.; users can define their own fields & recording schemes, tracks what customer base is buying.	512K	$149-$550	IBM PC full range; DOS 2.0 +	XENIX, Novell	200 + / 1986
MarketWare Corp.	Pegman M.A.P.	Computerized planogramming by integrating sales & financial data to permit analysis & optimization according to users' financial goals.	640K (hard disk)	$7,000 +	IBM PC full range; any DOS	All DOS-based Net-BIOS compatible	100 + / 1988
Mel Long Assoc.	Combi-Name II	Helps create names for new products, services & companies.	320K	$99	IBM PC full range; DOS 2.1 +	No	300 + / 1987
Representative Systems Inc.	MasterRep†	Specifically for manufacturers' reps; tracks products, quantities, dealers, manufacturers, commissions.	640K (hard disk)	$1,195	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	75/1987
TBX Inc.	FasTRAC'K†	Traffic management system tracks 1,000 products at once, sets up schedules.	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based Net-BIOS compatible	15/1987
Vocam Systems, A Pitney Bowes Co.	SHIPTRAC'R Transportation Management Software	Inbound/outbound transportation management; vehicle routing & scheduling; consolidation optimization; integration with order processing, warehouse & inventory control systems. **17, 18, 23**	2MB (hard disk)	$5,000 +	IBM PC 386 & up; DOS 4.01 +	All DOS-based Net-BIOS compatible	100 + / 1982
Winsight Inc.	Finding Hidden Opportunities	Especially for product managers, uncovers current issues & concerns that can be transformed to opportunities.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
PROJECT MANAGEMENT 23							
Applied Business Technology Corp.	Project Bridge	Knowledge-based message & project estimating tool.	640K (hard disk)	$5,000	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	10,000/ 1989
Applied Business Technology Corp.	Project Bridge Customer	Allows software developers to bring their own development methodology into Project Bridge.	640K (hard disk)	$7,500	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	New
Applied Business Technology Corp.	Project Workbench Software System	Integrated project management tool: GANTT charts, dependency networks, resource spreadsheets, various resource assignment & task loading, contains 'what-if' capabilities.	512K (hard disk)	$1,275 (SU); MU discount	IBM PC full range; DOS 3.1 +	All DOS-based Net-BIOS compatible	60,000 + / 1987
Beacon Expert Systems Inc.	Negotiator Pro	Project management tool for negotiations used, esp. for executives planning projects in sales, marketing, personnel or financial ventures. **10, 17, 20, 23, 28**	640K (hard disk)	$499	IBM PC-AT & up; DOS 3.1 + ; Mac + & up; any MOS	No	300/1989
Beacon Expert Systems Inc.	Negotiator Pro for Windows	Same as the Negotiator Pro program but runs under Windows 3.0. **10, 17, 20, 23, 28**	640 (hard disk)	$499	IBM PC-AT & up; DOS 3.1 + ; OS/2	All DOS-based Net-BIOS compatible	300/1989
Caddylak Systems Inc.	Employee Scheduling Program	Creates work schedules: up to 40 employees per file, unlimited files, calculates hrs. worked, etc.	256K	$99	IBM PC full range; DOS 2.1	No	500/1990
Caddylak Systems Inc.	On Schedule	Planning & scheduling program creates schedules, assignments, tasks for large projects.	256K	$99	IBM PC full range; DOS 2.0 +	No	4,500/ 1987
Computer Aided Management Inc.	ViewPoint 4.1 with Windows Graphics	Project planning & scheduling, resource & cost analysis, tracking & reporting, multiple calendars, diagrams; runs under Windows 3.0.	640K (hard disk)	$3,500	IBM PC-386 & up, VGA color monitor; DOS 3.1 +	Novell, 3Com, Banyan	5,000 + / 1985
Digital Marketing Corp.	MILESTONE†	Project planner to track projects; includes cost analysis & tracks progress.	128K	$99	IBM PC full range; any DOS	No	10,000 + / 1981
Lawco Ltd.	Zip Action Plan†	Research package outlines goals/objectives in terms of strategies, resources, activities. **15, 18**	128K (hard disk)	$198.98	IBM PC full range; DOS 2.0 +	No	2,000 + / 1986
Lotus Development Corp.	Lotus Notes 2.0†	Group collaboration product; allows users to create & access shared info. using PCs & networks; includes E-mail & workflow automation functions; compatible with a variety of operating systems. **1, 6, 12, 17, 36**	4MB (hard disk)	$62,500 (MU)	IBM PC 286 + ; any DOS, OS/2	All DOS-based Net-BIOS compatible	50,000 + / 1989
Management Control Systems	Project Forecaster	Develops master project schedules, generates project reports in dollars/hrs. sorted by category.	640K (hard disk)	$395	IBM PC-AT & up; DOS 2.1 +	No	190/1988
Management Control Systems	PROMASTER: Cost Tracker	Decision support system improves management productivity; accumulates cost (time/dollars) invested in all projects & then generates project reports in dollars/hrs. sorted by category.	640K (hard disk)	$395	IBM PC full range; DOS 2.1 +	No	100 + / 1987
Micro Planning Int'l Inc.	InstaPlan	Forward planning tool integrates outlining project management & spreadsheets; produces overheads & handouts; consolidates varied projects, planning, scheduling.	640K (hard disk)	$249-$649	IBM PC full range; DOS 2.1 +	No	45,000/ 1986
Microlab Inc.	SWAT: Schedule Work & Time†	Scheduling program; defines projects, GANTT charts, personal work schedules. **20**	256K	$69.95	IBM PC full range; DOS 2.1 +	No	200 + / 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Symantec Corp.	TimeLine 4.0†	Project management program helps track time/resources, outlining, resource-driven scheduling, resource leveling & histogram.	640K (hard disk)	$1,595	IBM PC full range; DOS 3.1+	All DOS based NetBIOS compatible	250,000/ 1984
Winsight Inc.	Defining Project Objectives	Clarifies understanding of the key results a project must produce in order to be successful.	256K	$249	IBM PC full range; DOS 2.1+	No	1,000+/ 1988
SALES ANALYSIS 24							
Ammlung Data Processing Inc.	Marketing Success Tracker (MST)	Especially for firms with discrete marketing projects; calculates success rates by market segment breakdowns.	640K (hard disk)	$189	IBM PC full range; DOS 2.0+	No	New
Ammlung Data Processing Inc.	Proposal Tracker	Especially for design firms; includes tickler, deadline indicator, success rate reports, etc.	640K (hard disk)	$495	IBM PC full range; DOS 2.0+	No	Under 50/1990
Application Consulting Group Inc.	ACG Forecaster†	Integrated sales forecasting program; automated/statistical calculations, reporting & graphics; especially for consumer packaged goods cos; requires pcEXPRESS. **15, 18, 26, 27, 28**	640K (hard disk)	$30,000	IBM PC full range; any DOS	Novell	100/1989
Application Consulting Group Inc.	ACG Window†	Marketing & sales system; analyzes internal & syndicated data; reporting graphics & statistics, esp. for consumer packaged goods cos; requires pcEXPRESS. **15, 18, 24, 26, 29**	640K (hard disk)	$15,000-$25,000	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	20+/ 1987
Applied Decision Systems	ADDATA Forecasting System†	Analysis system that forecasts for product code level of detail; 4 techniques to choose from; report generator, interactive color graphics; mainframe compatability. **16, 27, 31**	500K (hard disk)	$4,500 (SU); $40,000 (MU)	IBM PC AT & up; math co-processor; DOS 3.3+	All DOS-based NetBIOS compatible	48/1978
AXSYS Inc.	Rep Tech†	Sales analysis & commission tracking package; facilitates the management of day-to-day activities in mfr. rep organizations; tracks product lines/sales reps/customers, etc. **7**	640K (hard disk)	$1,495 (SU); $7,995+ (MU)	IBM PC full range; UNIX; DOS 3.0+	All DOS-based NetBIOS compatible	Under 12/1989
DataModes Inc.	Sales Analysis	Modular-based system; uses invoice data to generate sales & profit analyses.	512K (hard disk)	$350+	IBM PC full range; DOS 3.0+; UNIX, XENIX	All DOS-based NetBIOS compatible; UNIX, XENIX	250/1987
FirstMark Technologies Ltd.	KnowledgeSEEKER 2.0	Decision-making software program; finds patterns & trends in existing databases. **15, 16, 31**	640K (hard disk)	$495	IBM PC full range; any DOS	No	500+/ 1990
Northwest Source Group	System IV†	Information management system for salespeople & managers; full accounting functions incl. commission accounting; sales analysis functions.	640K (hard disk)	$1,000-$4,000	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	400+/ 1988
The Salinon Corp.	T&R Trends/Relationships†	Visual analysis tool for analyzing marketing, sales & retail databases, esp. scanner data. **16**	640K (hard disk)	$125,000+	IBM PC AT & up; any DOS	All DOS-based NetBIOS compatible	New
The Software Butler	Building Marketing Plans	Enables user to analyze the market & develop pricing, distribution, sales, personnel & marketing communications strategies to reach sales objectives. **15**	384K (hard disk)	$199	IBM PC full range; DOS 3.0+	No	Under 1,000/ 1985
SPAR/Burgoyne	CM III†	Category management program; determines specific range of ideal product mix for category by store based on factors such as profit, store conditions & local demographics.	640K (hard disk)	$25,000-$50,000	IBM PC-AT & up; math co-processor; EGA color monitor; DOS 3.1+	All DOS-based NetBIOS compatible	New
SPAR/Burgoyne	Promotion Productivity Software†	Calculates promotion profitability, forward buy & diverting at the retail customer level.	640K (hard disk)	$7,500-$65,000	IBM PC AT & up; math co-processor; EGA color monitor; DOS 3.1+	All DOS-based NetBIOS compatible	40+/ 1985
SPAR/Burgoyne	SPARCAST†	Determines an optimal plan based on volume, spending, etc.; forecasts total volume & promotion profitability, incorporating marketplace dynamics. **27**	640K (hard disk)	$10,000-$30,000	IBM PC AT & up; math co-processor; EGA color monitor; DOS 3.1+	All DOS-based NetBIOS compatible	20+/ 1987
SPAR/Burgoyne	SPARTRAC†	Next-day turnaround software system; gathers info. on in-store conditions for use by local salespeople.	640K (hard disk)	$15,000	IBM PC AT & up; math co-processor; EGA color monitor; DOS 3.1+	All DOS-based NetBIOS compatible	70/1984
Tronsoft Inc.	Profit Center†	Financial analysis program; helps companies by focusing on real/fixed costs of doing business; uses real-time graphing & break-even analysis; forecasts with or without complete information. **15, 21**	218K	$1,495	Mac+ & up; MOS 6.0+	No	1,000+/ 1989
Winsight Inc.	Anticipating Emerging Problems	Scans recent news, events, circumstances to pinpoint those that could become problems in the future.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1+	No	1,000+/ 1988
Zone 1 Inc.	Hyper XCall	Software program using FORTRAN subroutines compiled with MacFORTRAN; program creates market models & simulations for analysis.	1MB	$99	Mac+, SE, II; MOS 4.1	AppleTalk	5,000+/ 1989
SALES & MARKETING 25							
Advanced Marketing Systems Corp.	CAS: Computer Aided Selling†	Customized marketing & sales automation/relationship management for medium/large cos.; account/territory management as well as forecasting abilities. **1, 11, 12, 27, 32, 33**	640K (hard disk)	$30,000+	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible; UNIX	95+/ 1984
Applied Econometrics	MICROMOST†	Automates sales & marketing functions; call tracker, tickler file, account data, call reports, data conversion services available.	640K (hard disk)	$2,495+	IBM PC full range; DOS 3.0+	All DOS-based NetBIOS compatible	50/1988
August Corp.	FrontLine	Sales & marketing system for local area networks; tracks sales/marketing/technical support; import/export functions.	640K	$5,000 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	152/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
B & B Systems	B & B SaleLead	Letter, report & marketing information system; sorting/selecting capabilities.	640K (hard disk)	$199	IBM PC full range; DOS 2.1	All DOS-based NetBIOS compatible	500/1988
Caddylak Systems Inc.	Calendars Unlimited	Calendar program; allows for yearly/monthly/weekly calendars. **20**	256K	$49.95	IBM PC full range; DOS 2.0 +	No	1,000 + / 1988
Caddylak Systems Inc.	Letter Library Plus	Software program with collection of pre-written letters.	256K	$79	IBM PC full range; DOS 2.0 +	No	1,000 + / 1988
Caddylak Systems Inc.	Words That Sell	Thesaurus on a disk.	512K	$49	IBM PC full range; DOS 2.0 +	No	500/1990
Computertime Network Corp.	Sales*Advisor†	Automates sales & marketing; tracks contacts & leads; account level sales forecasting; sales analysis; activity management. **1, 7, 12, 24, 27**	640K (hard disk)	$1,500 (SU); $1,500 + (MU)	IBM PC full range; DOS 2.1 + ; OS/2; UNIX	All DOS-based NetBIOS compatible	100 + / 1988
Data Systems Support	SIRS (Sales Information Response System)	Multiuser management system for database marketing, telemarketing, account management, customer service & field sales automation. **1, 7, 32**	1MB	$795	IBM PC full range; DOS 3.3 +	Novell	300 + / 1989
1st Desk Systems Inc.	Bridget	Relational database management program for account & prospect lists; relates customer to inquiry under a variety of criteria.	1MB (hard disk)	$49.95	Mac full range; any MOS	All Mac compatible	New
Hubbard Development	PLATFORM†	Development & operating environment for total integrated sales & marketing system; mainframe compatability.	640K (hard disk)	$300 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	1,000 + / 1988
Information Management Consultants Inc.	PURSUIT	Account management system; integrates all departments; user can schedule multiple follow-ups & fully automatic marketing program. **1, 12, 32**	640K (hard disk)	$595 (SU); $1,895 (MU)	IBM PC full range; any DOS; UNIX; XENIX	Novell; UNIX; XENIX	500 + / 1989
Information Systems Experts Inc.	SAM†	Modular based, integrated, portable sales & marketing system runs on local, regional, national & international data & voice networks. **12, 17, 24, 32**	640K (hard disk)	$5,000-$25,000	IBM PC full range; any DOS; UNIX	All DOS-based NetBIOS compatible, UNIX	100 + / 1990
Intelligent Information Systems Inc.	IntelliDesk†	Relationship management system for sales & marketing productivity; contact/company capture & profiling; scheduling & reporting; integrated communications; database analysis; import/export function. **1,7, 12, 20,28**	640K (hard disk)	$1,000-$15,000	IBM PC full range; UNIX	Novell	25/1989
Inter Active Micro Inc.	Front Office†	Marketing & sales system for prospect & lead tracking; telemarketing; call reporting; job & commission cost tracking; performance evaluation; appointment scheduler. **1, 12, 32**	640K (hard disk)	$99 (SU); $595 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	100 + / 1984
Islandview Assoc. Inc.-MGI	MARCUS	Collects, organizes, updates & displays information including: leads generated, sales tasks performed & correspondence with each customer & prospect. **28**	560K (hard disk)	$500	IBM PC full range; DOS 3.0 +	No	45/1989
Keystone Software Systems	Persistence	Contact software; automates: letter writing, phone calling & follow-up scheduling. **17, 28**	512K (hard disk)	$149 (SU); $249 (MU)	IBM PC full range; any DOS	Novell	650/1988
Konetix Inc.	The Unspreadsheet	English language calculator; contains 100 applications for sales & marketing; profit margins; advertising analysis; free-form directory.	256K	$49.95	IBM PC full range; DOS 2.0 +	All DOS based NetBIOS compatible	20,000/ 1985
Market Metrics	Supermarket Solutions†	Builds decision systems for retailers, marketers & sales organizations in the packaged goods industry; customized trade areas, demographic data & 70 standard facts for over 30,000 grocery stores in the U.S. **17, 28**	640K (hard disk)	$2,500-$30,000	IBM PC 386 + ; DOS 3.3 +	All DOS-based NetBIOS compatible	150/1986
Marketing Information Systems Inc.	Marketing & Sales Management (MSM)†	Tracks/organizes sales & marketing activities; telemarketing, inside & outside sales/lead management, direct mail, market analysis. **5, 12, 15, 28, 32**	640K (hard disk)	$15,000 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	350 + / 1982
Merle Systems Inc.	OrderOne	Tracks/enters orders & sales analysis in the language of the sales professional. **11**	640K (hard disk)	$3,500 (SU); $6,000 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	500 + / 1985
PATHFINDER Advanced Computing Technology Inc.	SelectPro†	Product application selection tool for field/tele sales; on-the-spot product expense & information, training capabilities; supports multimedia product presentations; integrates with other software tools; runs under Windows 3.0 **7,10, 22, 30**	640K (hard disk)	$595-$15,000	IBM PC-AT & up; DOS 3.1 + ; Mac SE & up; any MOS; UNIX	All DOS-based NetBIOS compatible; all Mac compatible	New
Phil Nakata & Assoc.	The Marketing Strategist†	Complete marketing strategy implementation system; lead generation/qualification, segmented fulfillment, domestic/foreign distribution, response tracking & performance analysis. **5, 12**	640K (hard disk)	$1,500	IBM PC full range; any DOS; OS/2	All DOS-based NETBIOS compatible	10/1986
PRO/TEM	NOTEBOOK I†	Text-oriented database manager for sales & marketing management; contains bibliography & converting capabilities.	384K (hard disk)	$189	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	6,000 + / 1984
RightNiche Inc.	RightNiche 2.0	Helps develop effective advertising/marketing strategy, works with PageMaker & Persuasion templates to mock up ads & slides.	1MB	$99	Mac full range; any MOS	No	1,000 + / 1988
Round Lake Publishing	SALES LetterWorks†	300 customizable sales letters covering all aspects of selling from prospecting to closing the sale.	256K	$79.95	IBM PC full range; DOS 2.1 + ; Mac + & up; any MOS	No	10,000 + / 1990

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Sales & Marketing Systems Inc.	SalesCTRL 2	Modular-based system; tracks prospects/customers/markets/activities; personalized form letter/report generator.	384K (hard disk)	$795 (SU); $3,195 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	4,500/ 1986
SALESPRO Int'l	Sales Producer	Comprehensive sales automation solution; contact/correspondence/sales cycle management capabilities.	640K	$495 (SU); $1,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	800 + / 1985
SALESPRO Int'l	Sales Producer Banking	Especially for the banking professional; personal/team organizational & sales management software program; enhances relationship management process.	640K	$1,295 (SU); $2,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	20/1989
SALESPRO Int'l	Sales Producer Plus	Same as the Sales Producer program but with sales order entry & expense reporting capabilities.	640K	$695 (SU); $1,695 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	1,200 + / 1985
SBT Corp.	SBT Corporate Contact Manager 6.35	Contact management system for sales, telemarketing, prospect tracking, public relations, contact tracking & custom collections.	2-3MB (hard disk)	$1,395 (MU)	IBM PC full range; any DOS; Mac full range; any MOS; UNIX, XENIX	All DOS-based NetBIOS compatible	10/1989
Scott Computing Systems	Scott Customer Manager†	Software for account data management, lead/prospect tracking, call reporting, contact records, user-defined customer profiles. **5, 12**	640K (hard disk)	$995	IBM PC full range; DOS 3.3 +, OS/2	All DOS-based NetBIOS compatible	600 + / 1980
Slattery Software	Minute Quotes	Prints price quotes; calculates prices, discounts, commissions, net profits, etc.; can be used to do "what-ifs." **7, 21, 24, 32**	512K	$495	IBM PC full range; DOS 2.1 +	No	1,000 + / 1987
Software of the Future Inc.	MarketForce Plus 5.0	Software for company-wide sales & marketing automation; field sales client management; inbound/outbound telemarketing; follow-up correspondence; direct mail marketing; management reports. **5, 7, 32**	640K	$695 (SU); $2,495 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	20,000 + / 1985
System Vision Corp.	Sales Vision	Establishes control over sales & marketing activities; provides market/prospect/customer information; improves sales force productivity. **12, 28, 29, 32**	640K (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	3,000/ 1984
Tronsoft Inc.	Capital Ideas†	Complete detailed databases of over 900 venture capital companies in U.S. & Canada; generates qualified leads. **12**	800K	$695	IBM PC full range; DOS 3.0 +; Mac + & up; MOS 6.0 +	No	1,000 + / 1989
Tronsoft Inc.	Franchise Finder†	Complete detailed databases of over 500 franchise companies in U.S. & Canada; qualifies leads by industry & other criteria. **12, 16**	248K	$99	IBM PC full range; any DOS; Mac full range; MOS 4.1 +	No	1,000 + / 1988
U.S. Data On Demand Inc.	Perspective	Database for small/medium-sized companies; strategic planning; sales analysis; market projections.	640K (IBM needs Lotus; 1MB Mac)	$89.95	IBM PC full range; any DOS; Mac + & up; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	New
Winsight Inc.	Developing a Selling Argument	Helps relate offerings to your prospects' interests; isolates/refines powerful selling angles. **18**	256K (hard disk)	$249 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
Xcelsoft Inc.	Omni Track	Software program featuring: RFQ/quote printing & tracking; prospect/lead/sample tracking; contact management; direct mail; mail merge.	640K (hard disk)	$695	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	50/1990
SALES & MARKETING ANALYSIS 26							
Market Statistics	MapInfo; STARmanager†	Analyzes information & sales data for any geography in U.S., including your own sales territories or future sites & then easily manipulates them geographically; results can be displayed on a screen, map, or spreadsheet; geographic data modules range from national/state to zip codes/streets, etc. **13, 15**	640K (hard disk)	$600 $50,000	IBM PC, AT & up; DOS 3.3	All DOS-based NetBIOS compatible	100 + / 1987
Market Statistics	YMC: Your Marketing Consultant-Consumer†	Thirty-nine consumer variables (menu-driven demographic, economic & retail fields) for all counties, metros, ADIs, DMAs, or your sales territory; sets sales goals, measures market performance. **15, 29**	512K (hard disk)	$1,050	IBM PC full range; DOS 2.1 +	No	300 + / 1985
Market Statistics	YMC:BTB: Your Marketing Consultant-Business-to-Business†	Thirty-nine business-to-business variables (commercial/industrial fields) for all counties, metros, ADIs, DMAs, or your sales territory; sets sales goals; measures market performance. **15, 29**	512K (hard disk)	$1,050	IBM PC full range; DOS 2.1 +	No	100 + / 1985
SALES FORECASTING 27							
Applied Decision Systems	SIBYL	Research tool; 18 distinct time series forecasting techniques. **31**	384K	$495	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	800 + / 1984
Applied Decision Technology	Wisard Commercial Forecaster 3.0†	Allows bench processing of many items in a single run via ASCII file input/output. Application can be interfaced with existing sales history database to produce forecasts of future sales, etc.	512K (hard disk)	$3,000	IBM PC full range; DOS 2.1 +	No	70 + / 1986
Business Forecast Systems	ForeCALC†	Forecasting for Lotus 1-2-3. Uses Lotus base to establish variables; also works with symphony; automatically generates forecasts; background in statistical forecasting.	512K (needs Lotus)	$149 (SU); MU discount	IBM PC full range; OS/2	No	500/1989
Business Forecast Systems	Forecast Master PLUS	Time-series forecasting program; techniques include: exponential smoothing, Box-Jenkins, state space, dynamic regression & advanced regression models.	640K (hard disk)	$695 (SU); MU discount	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	1,000 + / 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Business Forecast Systems	Forecast Pro†	Complete stand-alone package; built-in expert system that analyzes data, recommends the appropriate technique & creates forecast for you.	512K	$495	IBM PC full range; math co-processor; DOS 2.0+	No	25,000+/ 1987
Concurrent Technologies	Probe-PC	Statistical analysis & forecasting program; time series; direct link to many databases modules available. **31**	384K (hard disk)	$1,600+	IBM PC full range; DOS 2.0+	Novell, StarLAN	1,800+/ 1985
Decisioneering Inc.	Crystal Ball	Forecasting program uses "Monte Carlo" simulation to graphically illustrate the entire range of results for a particular situation; built-in spreadsheets.	1MB (hard disk)	$395	Mac+ & up; MOS 5.0+	All Mac compatible	1,000+/ 1988
JIAN	Operations Integrator†	Tests the financial impact of various manufacturing conditions on sales forecasts; identifies the best possible way to cut labor/inventory costs. **21, 29**	512K or 1MB (needs Lotus)	$99	IBM PC full range; any DOS; Mac+ & up; any MOS	No	500+/ 1989
Lotus Development Corp.	Lotus Improv 1.0	Spreadsheet specifically for the NeXT computer; enables users to view info.; uses English formulas; creates presentations using data, text, graphics, & images. **9, 26, 30**	8MB (hard disk)	$695	NeXTstation; NeXTstep 2.0	NeXT Network products	New
MarketWorks Inc.	Sales Forecaster	Produces three types of sales forecasts without Lotus 1-2-3: most likely, expected value & risk analysis.	256K	$349	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	1,000+/ 1988
Palo Alto Software	Sales & Market Forecasting Toolkit†	Real-world sales forecasting using leading spreadsheets & a choice of methodologies from market share to whole market penetration, etc.	384K (needs Lotus)	$149.95	IBM PC full range; any DOS; Mac full range, any DOS	All DOS-based NetBIOS compatible; all Mac compatible	6,000/ 1990
Pizzano & Co. Inc.	Geneva Financial Forecasting†	Forecasting system; enables users to make accurate business projections. **27, 28, 29**	2MB	$495	IBM PC-AT & up; DOS 3.3+	All DOS-based NetBIOS compatible	New
Pizzano & Co. Inc.	Geneva Statistical Forecasting†	Expert statistical forecasting system; selects best fit method for any data; runs under Lotus 1-2-3.	2MB (needs Lotus)	$495	IBM PC-AT & up; DOS 3.0+	No	New
Pizzano & Co. Inc.	Time Series Forecaster Professional Edition†	Expert system for sales forecasting; budgeting; production & distribution requirements planning; sales quota development, etc. **22**	640K (hard disk)	$17,500 (SU); $30,000+ (MU)	IBM PC-AT & up; DOS 3.3+	Novell	60+/ 1988
Resource N Inc.	Plans 'n Totals†	Forecasting tool that doesn't need a spreadsheet for budgeting, forecasting, financial & operational analysis.	512K	$99-$199	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	50,000/ 1984
The Sachs Group	THE MARKET PLANNER 1.4	Customized, integrated system: forecasting, database management, cross-tabulation, mapping, graphing, communications, esp. for medical sales reps/managers.	640K (hard disk)	$50,000	PS/2; DOS 3.0+	Novell	260/1986
Scientific Computing Assoc. Inc.	PC-UTS	Forecasting & time-series analysis using Box-Jenkins methodology; multiple regression; statistical functions. **31**	640K (hard disk)	$745	IBM PC full range; DOS 2.1+; Mac II series, any MOS	No	800+/ 1983
SmartSoftware Inc.	SmartForecasts II 2.15†	Forecasting tool for sales/marketing managers with expert system graphics & data analysis; projects sales, demand, costs, revenues; time-series analysis; multivariate regression.	256K (hard disk)	$495	IBM PC full range; DOS 2.1+	All DOS-based NetBIOS compatible	4,000+/ 1984
SmartSoftware Inc.	SmartForecasts II BATCH/300 Edition	Forecasts up to 25 standard files at a time or 1 large file with up to 300 items; combines automatic forecasting capabilities with Batch processing of sales product demand, etc.	512K	$2,495	IBM PC-AT & up; DOS 2.1+	All DOS-based NetBIOS compatible	Under 1,000/ 1984
SmartSoftware Inc.	SmartForecasts II BATCH/300 Processing Edition	Batch processing for large forecasting jobs; handles unlimited data files; reads/writes ASCII, DIF, Lotus, Symphony; time-series analysis; multivariate regression.	512K (hard disk)	$5,000	IBM PC-AT & up; DOS 2.1+	All DOS-based NetBIOS compatible	Under 1,000/ 1988
Symantec Corp.	The Budget Express	Tailors Lotus 1-2-3 for forecasts & other planning applications. **24**	64K (needs Lotus)	$149	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	12,000+/ 1989
Westchester Distribution Systems	WDS 4CAST†	Complete seasonal, promotional & cycle sales forecasting system; automatically generates manageable sales forecasts for thousands of items.	250K	$7,000	IBM PC full range; DOS 3.3+	All DOS-based NetBIOS compatible	New
SALES MANAGEMENT 38							
American Data Inc.	ADS Sales Manager†	Sales tracking & contact management system; distinguishes between customer & marketing files; report/label generator.	640K (hard disk)	$350	IBM PC full range; DOS 3.0+	All DOS-based NetBIOS compatible	25+/ 1988
Aurum Software	Sales Management System	Sales automation program for entire sales process; prospect lists, contact information, account activities, price lists, quotes & forecasting.	4MB (hard disk)	$15,000+ (MU)	IBM PC full range; UNIX	UNIX	45/1989
Bits & Bytes Inc.	Sales Manager's Companion	Tool for sales manager; tracks sales/territories/ salespeople's quotas; automated sales functions for small businesses including interaction with inventory & other data in other systems.	640K	$199 (SU); $1,500 (MU)	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	6,000+/ 1987
Breakthrough Productions	Market Master for Macintosh-Personal Version†	Same as Market Master Manager 3.0 but also updates files automatically.	1MB (hard disk)	$395	Mac full range; any MOS	No	12,000/ 1986
Breakthrough Productions	Market Master Manager 3.0†	Strategy-driven market manager: assigns leads based on territory, automatic follow-up, groups calls by rep; analyzes results. **1, 7, 12, 24, 32**	1MB (hard disk)	$595 (4 users); $1,995 (unlimited users)	Mac full range; any MOS	All Mac compatible	12,000/ 1986
Brock Control Systems Inc.	Brock Activity Manager Series (BAM)	Multiuser system that automates/supports database marketing, telemarketing, sales account management, marketing information; mainframe compatability. **1, 11, 12, 22, 32**	4MB (hard disk)	$1,500-$2,800	IBM PC-AT & up; any DOS, UNIX	UNIX	8,000+/ 1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Commercial Data Systems Corp.	TeleCall A/B/C†	Integrated package for salespeople selling to individual clients or to businesses. **32**	2MBK (hard disk)	$2,500-$30,000 +	IBM PC-386 + ; UNIX, XENIX	No	100 + / 1988
Computer Solutions & Development Inc.	EB3'S	Bulletin-board system consructed on any subject, promotes retrieval of information within short amounts of on-line time. **20**	640K (hard disk)	$180 per yr	IBM PC full range; any DOS	Novell	New
Contact Software Int'l	ACT! 2.0	Word processing, telemarketing & time management for salespeople/managers; organizes daily business activities. **7, 20, 25, 32, 36**	640K (hard disk)	$395	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	250,000/ 1987
Contact Software Int'l	MERGE/CONVERT!	Merges files & data from other software packages without overriding or duplicating. **16**	256K	$295	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	25,000/ 1990
Datanetics	dataPLAN†	Multiuser, 3-dimensional spreadsheet, has look/feel of most DOS spreadsheets.	512K	$425 (SU); $2,870 (MU)	IBM PC full range; SuperDOS	SuperDOS	30 + / 1990
Dilworth Software Inc.	Instant-Office†	Contact, task, time fax, mail & information management system. **20, 17**	192K	$295 (SU); $795 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	4,300/ 1985
Disk-Count Software Inc.	BCIM-Business Contact & Information Manager†	Full-features contact manager, allows effective communication with an unlimited number of contacts; allows the transfer of schedule/phone information to palmtops such as the HP95LX & Sharp Wizard. **1**	512K	$69.95	IBM PC full range; DOS 2.1 +	No	10,000 + / 1990
Disk-Count Software Inc.	BCIM for Windows†	Same as the BCIM product but runs under Windows 3.0. **1**	640K	$99.95	IBM PC-AT & up; DOS 3.1 +	No	New
Disk-Count Software Inc.	EIGHTY/20 Advanced†	Same as the BCIM program but includes more user-definable fields, expense tracking, telemarketing/survey scripts, mass updates of client history & schedules, import data from other programs & enhanced search capability. **1, 32**	640K (hard disk)	$395 (SU); $1,295 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	4,500/ 1987
Disk-Count Software Inc.	EIGHTY/20 Professional†	Same as the BCIM program but includes even more user-definable fields, the ability to share contact/schedule/history info. with other users & customizable schedule/history/contact reports; can also be set to run as a TSR (memory resident). **1, 32**	450K (hard disk)	$595 (SU); $1,595 + (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
Droege Computing Services Inc.	Sell More Software	Facilitates the marketing, sales & administrative duties of computer/consulting businesses.	640K	$5-$100	IBM PC full range; DOS 3.1 +	All DOS based NetBIOS compatible	15 + / 1989
ELAN Software Corp.	GoldMine 2.0--Advanced Contact Management Software	Sales force automation system; maintains details on clients including calendar, history & notes. **17, 20**	640K	$295 (SU); $695 (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	5,000/ 1988
Endpoint Marketing Information Systems	LEADS!†	Automates distribution of leads to & from field reps/offices & provides follow-up management, literature fulfillment, mail-merge printing, reporting; for individual salespeople or multilevel organizations.	1MB (hard disk)	$595-$1,795; MU discount	Mac Classic & up; any MOS	All Mac compatible	100 + / 1990
Evergreen Ventures	The Sales Associate	Sales package for managers & salespeople; report/letter writer; customer prospect list; sales strategy & forecasting; direct marketing. **5, 27**	384K	$79.95	IBM PC full range; DOS 2.0 +	No	300/1987
Experience in Software	The Art of Negotiating	Negotiation preparation & training for closing the sale; plans scenarios & produces reports on all aspects of sale.	256K	$195	IBM PC full range; DOS 2.0 +	No	7,500/ 1984
Frend-Link	Fase/PS	Designs & implements sales strategies; monitors progress in sales cycle; assists in adjusting to unexpected developments.	640K	$1,395	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	New
Gallagher Systems	InSync	Integrates calendar, scheduling, tickler, client/account info., calculator, word processor, report generator.	640K (hard disk)	$349 +	IBM full range; DOS 3.1	All DOS-based NetBIOS compatible	1,000 + / 1990
GE Information Services	Sales Marketing Communications System	Integrated sales/marketing system; local territory management, call reporting, order entry, sales forecasting, databases & bulletin boards, E-mail & systems integration. **1, 6, 11, 12, 33**	640K (hard disk)	$1,000-$2,000	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	2,500/ 1990
HI-TEK Computer Products Corp.	Sales Prospecting Marketing Management System	Productivity tool; call-tracking, appointment scheduling, profiling, market analysis, lead/prospect tracking. **12, 15**	640K (hard disk)	$995 (SU); $1,495 + (MU)	IBM PC full range; Motorola 68000 + ; DOS 2.2 + , UNIX	All DOS-based NetBIOS compatible, UNIX, XENIX	500 + / 1988
Hugh Carver Group Inc.	SaleStation†	Library of complete sales & marketing management programs; integration capabilities. Modular: word processing, call reporting, inventory, E-mail. **6, 11, 12, 36**	640K	$300-$1,000	IBM PC full range; DOS 3.0	Novell	30/1986
Information Resources Inc.	Sales Management System†	Territory & brand management system for sales & marketing managers; contains over 150 reports relating to quota performance, product movement, current sales compared to previous sales & distribution issues.	640K	$50,000-$150,000	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	15/1988
Information Retrieval Methods Inc.	ENTER/Face†	Modular-based development, management & communications system for hand-held terminal data collection; customized development of sales & marketing applications. **7, 11, 22, 33**	1MB (hard disk)	$2,495	IBM PC full range; DOS 3.3 +	No	30/1989

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Information Science Assoc.	System Quote Sales Management System†	Artificial intelligence system to help in the quotation/proposal process; includes quotation & proposal planning & tracking. Quotation analysis, note taking, import/export; exclusive Ingram Micro technical information database & weekly product/price update schedule included.	640K	$1,695	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	500 + / 1986
Logic Design Corp.	Sales Management System†	Telemarketing, lead tracking, form-letter generation, customized order entry, inventory, general ledger, accounts payable, mainframe compatability.	2.5MB (hard disk)	$2,495 (SU); $15,000 + (MU)	IBM PC full range; any DOS, UNIX	All DOS-based NetBIOS compatible, UNIX	15/1989
Market Power Inc. Computer Innovations	MATRIX Information Technology†	Creates sales forecasts, market analyses, reports, calendars, appointment schedules, to-do lists, direct mail applications, bar menus eliminate most typing. **1, 24, 25, 26, 27**	520K-640K (hard disk)	$1,000 (SU); $1,000 + (MU)	IBM PC full range; DOS 3.0	LAN, Novell, 3Com	50 + / 1989
Market Power Inc. Computer Innovations	SALES MANAGER 5.62†	Customer/prospect tracking, tickler files, reports, appointment schedules, sales transaction analysis, expense tracking, to-do lists, word processor. **26**	320K	$795-$1,995	IBM PC full range; DOS 2.0 +	LAN, Novell, 3Com	3,000 + / 1984
Market Power Inc. Computer Innovations	SALES WIZARD 5.62†	For individual or field sales reps; customer/prospect tracking & history; direct mail, mail merge; integrated word processor with calendar, calculator. **25**	320K	$795-$1,995	IBM PC full range; any DOS	No	1,000 + / 1987
MarketPlus Software	LeadMaster Sales Lead Management System†	Lead processing system for sales & marketing managers; assigns leads to salespeople via zip code; generates letters/reports, mailing functions, telecommunications capability. **12**	640K (hard disk)	$295 +	IBM PC full range; DOS 2.1 +	No	100 + / 1989
Marketrieve Company Inc.	marketrieve PLUS†	Lead tracking program esp. for multiple contacts at same co.; market analysis, forecasting, direct marketing, telemarketing, mainframe compatability. **5, 12, 15, 32**	640K (hard disk)	$1,995 +	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	600 + / 1987
National Management Systems	Sales Manager's Workstation†	Customizable tool for national sales organizations; sales productivity, call history reporting, management reports, mainframe compatability; cross-tabulation module. **12, 32, 33**	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	7,000 + / 1983
Orderit!	Sales Kit†	Data-driven through modem package for salespeople; order status, inventory tracking, account/territory management. **1, 7, 32**	400K	$25,000	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	1,000 + / 1989
Pendragon Technology Inc.	Sales Book†	Sales management tool in electronic book format with pages, tabs & chapters. **1, 7, 12, 17, 20**	2MB (hard disk)	$10,000-$50,000	IBM PC full range; any DOS; Mac full range; any MOS, UNIX	Novell	New
Prism Systems Inc.	Prism Sales Focus 2.0†	Integrated modular system: lead tracking, direct mail, telemarketing, call reports, sales/promotion analysis, multilevel sales management. **1, 5, 12, 32**	512K (hard disk)	$3,995 (SU); $5,995 (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	50/1989
Profit Management Systems	Outcome	Field sales/marketing system with lead tracking, account/territory management, sales strategy & forecasting, sales activity & shared customer/competitor profiles. **1, 7, 12, 27, 33**	512K	$500-$1,500	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	2,500 + / 1987
R.J. Davey & Co.	Sales Management & Referral Tracking†	Completely customized system for sales strategies, cross-selling, etc.	512K	$249.95 (SU); $549.95 (MU)	IBM PC full range; DOS 3.1 +	Novell	50/1989
RAVIS	mSOFT	System combining salespeople/AE tracking, contact management, RFQ, standard & custom quotes, orders, pricing, forecasting, auto-dialer, letters/scheduling/labels/report writer, calculator, calendar, notes & import/export file. **1, 7**	512K (hard disk)	$297 (SU); $695 (MU)	IBM PC full range; DOS 3.0 +	Novell	150/1990
RealWorld Corp.	Sales Management Solutions 6.0†	Allows sales managers to track income, revenue & variances in order to analyze sales performance; generates lists of leads/prospects/customers, etc.	640K (hard disk)	$695 (SU); $1,295 (MU)	IBM-AT & up; Altos, XENIX, UNIX V	Novell, Alloy	300,000 +/ 1989
Remedy Software	Sales Manager	Sales management program that evaluates a salesperson's aptitude and personality.	512K	$79	IBM PC full range; any DOS	No	100/1989
RJL Systems	Mr. Quartermaster Sales	Sales reporting system generates sales reports by product & customer; optional modules available. **22**	256K	$79	IBM PC full range; DOS 2.0 +	No	100 + / 1985
Sales & Marketing Systems Inc.	OrderCTRL†	Order entry & invoicing system; works with the SalesCTRL2 system. **11**	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range	All DOS-based NetBIOS compatible	100/1990
Sales & Marketing Systems Inc.	ServiceCTRL†	Service management, problem history/diagnosis system; works with the SalesCTRL2 system.	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range; DOS 2.1 +	ALL DOS-based NetBIOS compatible	100/1990
SaleMaker Corp.	SaleMaker	Business-to-business-based sales management software; marketing management, automatic fulfillment, telephone sales, planning, reporting; quotation generation; mainframe compatability. **17, 32**	2.4MB (hard disk)	$1,295 (SU); $8,000-$50,000 (MU)	IBM PC-AT & up; DOS 3.0 +, OS/2, UNIX; Mac + & up; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	250/1988

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
SalesFacs Inc.	SalesFacs Prospector	Account & contact management system for business-to-business marketers who sell to industrial & construction companies; lead tracking, potential analysis, quotation tracking, direct mail, personal correspondence. **1, 5, 7**	640K (hard disk)	$950	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	156 + / 1987
The Salinon Corp.	SALLYFORTH††	Multilevel marketing information system provides/manages historical sales, forecasting, budgets; esp. for managing multiple sales territories; predesigned reports; telemarketing functions; auto-dialer/tickler.	640K (hard disk)	$125,000 +	IBM PC-AT & up; any DOS	All DOS-based NetBIOS compatible	3/1989
Salmon Systems	The Salmon Sales Management System†	For sales managers & reps: activity/productivity reports, account/call history, follow-ups, analysis, word processing, telemarketing. **1, 32**	640K (hard disk)	$2,000-$5,000 (SU); $4,000-$9,000 (MU)	IBM PC-AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	375 + / 1985
SAS Institute Inc.	SAS System†	Information-delivery system; data-entry retrieval & management; report writing & presentation graphics; statistics & mathematical analysis; business planning, forecasting; decision support; operations research. **1, 9, 30, 31**	640K (hard disk)	$595 +	IBM PC-AT & up; DOS 3.0, OS/2	All DOS-based NetBIOS compatible	8,000 + / 1986
Simple Software Int'l	The Complete Sales Manager	Integrated retail point-of-sale & wholesale/distribution management system; automates paper trail; tracks quotations/proposals, generates & tracks sales/purchase orders.	640K (hard drive)	$1,495 (SU); $2,495 (MU)	IBM PC full range; any DOS	Novell, LANtastic, MainLAN	New
Simple Software Int'l	Simple Point-Of-Sale	Entry-level retail/wholesale point-of-sale package; provides integrated inventory & invoice tracking; handles cash, credit & check sales, purchases, sales returns & inventory item updates; generates reports.	640K (hard disk)	$195	IBM PC full range; any DOS	Novell, LANtastic, MainLAN	New
Simple Software Int'l	Simple Sales Manager	Integrated inventory & invoice tracking system with purchase & sales order capability.	640K (hard disk)	$595 (SU); $1,195 (MU)	IBM PC full range; any DOS	Novell LANtastic, MainLAN	New
Solar Additions Inc.	Prospect Management System†	Custom-developed for client's specifications on sales forecasting, sales management applications, lead tracking & inquiry assessment. **11, 12, 27**	1MB	$1,500 +	IBM PC full range, any DOS; Mac full range, any MOS	All DOS-based NetBIOS compatible; all Mac compatible	200 + / 1983
Spaulding Software Inc.	OpRep†	Lotus 1-2-3 companion tracks sales, fiscal calendar, spreadsheet-like reporting.	384K (needs Lotus)	$395	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1984
Sysmark Information Systems Inc.	The Professional Sales Manager†	Determines purchasing trends, evaluates advertising & automates direct mail, lead tracking, telemarketing, marketing planning; developed using 4GL application development system; utilizes PICK & RDBMS. Price includes 4GL & source code to the application. **5, 12, 25, 32**	640K (hard disk)	$6,995	IBM PC full range, PICK	No	1/1988
Syzygy Development Inc.	Syzygy	Operates over LAN giving managers the status of projects, salespeople; GANTT charts, to-do lists.	512K (hard disk)	$395 (SU); $695 + (MU)	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	200 + / 1988
Target Microsystems Inc.	RIFLESHOT††	Sales force automation system with account management, call scheduling, database marketing, direct mail, prospect tracking, profiling & telemarketing functions. **1, 5, 25, 32**	640K (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	70 + / 1988
TeleVail Inc.	TeleSell-Sales Manager Module†	Develops strategies, identifies trends, forecasts sales by product/customer/rep/territory/division; fully customizable reports; Sales Person module & Advertising Manager module available, as well as 4 others. **2, 12, 27, 32**	640K (hard disk)	$495 (SU); $1,995 + (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	1,000 + / 1985
Trendware Corp.	TRENDWARE CLIENT†	Customizable client/sales management system tracks customers, contacts, business/financial data; pop-up windows.	2MB	$195	Mac +, SE, II, any MOS	All Mac compatible	750/1987
User-Friendly Software Inc.	Tracking 2.0	Contact management program, tracks customers/prospects/suspects; gives instant display of information. **12**	640K	$24.95 (SU); $34.95 (MU)	IBM PC full range; DOS 3.3 +	Novell	New
User Intelligent Technologies Inc.	LeadStalker PLUS	Sales productivity package; offers customized sales prospecting databases.	640K	$295	IBM PC full range; DOS 3.0 +	No	100/1989
Wedge Marketing Communications	Incentive Tracker†	Tracks & reports performance of promotions as a whole/by different participants, report generator, shows performance/goals by month; fulfillment functions. **2**	640K (hard disk)	$975	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	New
Winsight Inc.	Sales Management Package	Five programs that identify opportunities, develop selling arguments & produce methods that build & sustain a growth trend. **1, 20, 22, 25, 29**	256K (hard disk)	$595 (SU); MU discount	IBM PC full range; DOS 2.1 +	No	New
XYZT Computer Dimensions Inc.	Sales Force Information Manager (SFIM)†	Complete selling & account management package that works with your forms & procedures; implements sales strategies, builds customer relationships; modular system. **1, 7, 11, 12, 33**	512K (hard disk)	$795 (SU); $1,500 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	100/1990
ZS Assoc.	EVALUMAP†	Customized software for sales managers to evaluate the performance of sales reps; integrated approach to performance evaluation & sales analysis; graphs/charts. **31**	640K (hard disk)	$30,000 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	10 + / 1985

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
SALES PLANNING 29							
Experience in Software	The Idea Generator Plus	Brainstorming tool; develops ideas & solutions to problems in marketing & sales planning.	256K	$195	IBM PC full range; DOS 2.0+	No	15,000/ 1985
Expert Technologies Corp.	Business Development Expert†	Program that guides/documents business decisions; saves time. **28**	256K	$99.50	IBM PC full range; DOS 2.0+	No	1,000/ 1990
Expert Technologies Corp.	Business Plan Expert (BPE)†	Step-by-step structure for analyzing products/services, clients/companies, marketing strategies, productions/operations that produce a written business plan.	256K	$195	IBM PC full range; DOS 2.0+	No	2,000+/ 1988
Management Advisory Services	MAPS: Management Analysis & Planning System†	Long-range planning & diagnostic package prepares forecasts by default or specific assumptions.	640K (hard disk; needs Lotus)	$695+	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	4,000/ 1986
The Software Butler	Building Business Plans†	Creates complete business plans involving products, markets & implementation; program for either service or manufacturing cos. **18**	640K	$199	IBM PC full range; DOS 3.0+; Mac full range; any MOS	No	1,000+/ 1985
Tactics Int'l Ltd. Inc.	TACTICIAN	Mapping software; provides access to corporate data; links to sophisticated analytical tools; sales & marketing functions. **14, 25**	8MB	$2,495+	Mac II & up; any MOS	No	500+/ 1990
Tactics Spa Inc.	REPS (Resource Evaluation for Sales Force)	Quickly assess the effects of plans/changes to improve sales force resourcing & customer service; play "what if" games without real-world risks. **28**	512K	$95	IBM PC full range; any DOS, OS/2	No	100+/ 1986
Tactics Spa Inc.	TRS (Territory Rationalization System)†	System that optimizes rep location & territory allocation; links to mapping software. **33**	640K-4MB	$499-$10,000	IBM PC full range; any DOS, OS/2; Mac full range; any MOS	No	Under 100/1986
Winsight Inc.	Making It Happen Your Way	Enhances sales rep's ability to both set personal goals & achieve them.	256K (hard disk)	$249 (SU); MU discount	IBM PC full range; DOS 2.1+	No	100+/ 1990
SALES PRESENTATIONS 30							
Advanced Graphics Software	SlideWrite Presenter	Screenshow utility program; creates presentation charts & graphs; page wipes, timed pauses, scrolls; imports color PCx files; screen capture. **9**	390K	$99	IBM PC full range; EGA/VGA card; DOS 2.0+	All DOS-based NetBIOS compatible	5,000/ 1990
Aldus Corp.	Aldus Persuasion	Desktop presentation tool kit with drawing, charting, B&W or color overheads, 35mm slides, speaker notes, word processing. **9**	1MB (hard disk)	$495	Mac+, SE, SE30, II, IICX; any MOS	No	500,000+/ 1988
Aldus Corp.	Aldus Persuasion for Windows	Same as the Aldus Persuasion program but runs under Windows 3.0. **9**	1MB (hard disk)	$495	IBM PC-AT & up; DOS 3.1+	No	New
American Intelliware Corp.	Storyboarder†	Desktop publishing, drawing, artificial intelligence, multimedia split-screen capability, digitized image animation. **9**	1MB	$495	Mac+, SE, SE30, II, IICX; any MOS	AppleShare	2.5 million/ 1984
Ashton-Tate Corp.	APPLAUSE II 1.5	Charting (46 types); drawing, electronic slide show, graphics. WYSIWYG preview in B/W or color. **3, 9**	512K	$495	IBM PC full range; DOS 2.1+	All DOS-based NetBIOS compatible	500,000+/ 1989
Brightbill-Roberts & Co.	Show Partner/FX 3.5	Produces self-running shows using partial screen; other advanced effects & graphics; palette shifting; animated objects; GX2 format from Lotus Freelance; unlimited distribution rights. **9**	384K	$395	IBM PC full range; any DOS	No	15,000/ 1990
Caddylak Systems Inc.	Great Presentations	Graphics & illustration, text & business charts, free-form drawings, slide-show presentations with animation & interaction.	256K	$109	IBM PC full range; DOS 2.1+	No	3,200/ 1987
Computer Assoc. Int'l Inc.	CA-Cricket Presents 1.4	Integrated desktop presentation software; includes tools to organize information, create visuals with tables/charts/graphics; produces full-color overhead transparencies & 35mm slides. **9, 36**	1MB (hard disk)	$199	Mac+, SE, II, MOS 6.0+	No	5,000+/ 1986
Computer Assoc. Int'l. Inc.	CA-Cricket Presents 1.4 for Windows	Same as the CA-Cricket Presents 1.4 program but runs under Windows 3.0. **9, 36**	1MB (hard disk)	$199	IBM PC-AT & up; DOS 3.3+	No	New
Computer Innovations	Branch-Out†	Personalized sales management tool; creates custom presentations; references pricing information; lead tracking/call reporting. **12, 21**	512K	$895	IBM PC full range; any DOS, UNIX	No	45/1989
Computer Solutions Inc.	Presentation Passport†	Keeps track of info. of speeches: background research, key words, visual clues, etc.	1MB (hard disk)	$89	Mac+, SE, II line; MOS	No	300/1990
General Parametrics	PictureIt	Presentation package with charts, graphs, diagrams, animation, fully scaled fonts. **3, 9**	512K (hard disk)	$495	IBM PC full range; VideoShow; any DOS	No	25,000/ 1984
General Parametrics	PictureIt for Windows	Same as the PictureIt program but runs under Windows 3.0.	512K (hard disk)	$495	IBM PC full range; DOS 3.1+	No	New
Hyper Graphics Corp.	HotAUTHOR†	Uses text, graphics, animation to illustrate a product or marketing concept; interactive Q&A capabilities. **9, 10**	256K (hard disk)	$2,500+	IBM PC full range; DOS 2.0+	All DOS-based NetBIOS compatible	100+/ 1986
Hyper Graphics Corp.	StoryBOOK	Uses text, graphics, animation to illustrate a product or marketing concept. **9**	256K	$275	IBM PC full range; DOS 2.0+	Novell	10/1986

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
IBM Desktop Software	Hollywood	Presentation graphics system; creates hard copy transparencies, slides, on-screen presentation; runs under Windows 3.0. **9**	1.6MB (hard disk)	$495	IBM PC-AT & up, PS/2; DOS 3.3 +	No	New
IBM Desktop Software	Storyboard Live!	Multimedia tool; motion video & enhanced presentation capabilities. **9**	640K (hard disk)	$495	IBM PC full range; DOS 3.3 +	No	10,000 + / 1990
Informatics Group Inc.	Act III Authoring System 2.0†	Esp. for non-programmers to generate courseware or disk-based presentations incorporating graphics, sounds (text to speech), animations, branching, interactive text. **9**	640K (hard disk)	$495 (SU); $2,500-$7,500 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	700/1987
InfoTouch Marketing	INFOLYNX†	Interactive multimedia presentation software; binds picture & text; features button-activated presentations that display in full-screen color/B&W with sound.	512K	$495	Mac 512KE & up; any MOS	All Mac compatible	Under 1,000/ 1990
Instaplan Corp.	ShowText†	Makes overhead slides for presentations.	512K (hard disk)	$99	IBM PC full range; DOS 2.1 +	No	50,000 + / 1984
MacroMind Inc.	MacroMind Director 3.0	Creates multimedia presentations; videos, training courseware, simulations; combines animation, graphics, text, colors, music & sound effects.	2MB (hard disk)	$995	Mac + SE, SE/30, II, IIx; MOS 6.05 +	No	50,000 + / 1989
Management Graphics Inc.	Easy Slider 3.0†	Creates presentations by manipulating information, creating & coloring images/charts/slides without having to re-edit. **9**	512K	$75	Mac full range; MOS 6.4 +	No	300 + / 1990
Owl Int'l Inc.	Guide 2 & 3	Information & presentation system that combines video, text & audio; technical documentation & cross referencing.	1MB (hard disk)	$295-$495 (SU); $95 + (MU)	Mac + & up; any MOS	All Mac compatible	10,000/ 1990
Owl Int'l Inc.	Guide 2 & 3 for Windows	Same as the Guide 2 & 3 program but runs under Windows.	640K (hard disk)	$295-$495 (SU); $95 + (MU)	IBM PC-AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	New
Owl Int'l Inc.	Guide Video Toolkit	Tool that brings video into guide; point & click interface; works with a DVA 4000 video board; DOS version runs under Windows 3.0. **36**	640K (hard disk)	$295-$495 (SU); $95 + (MU)	IBM PC-AT & up; DOS 3.1 +; Mac + & up; any MOS	All DOS-based NetBIOS compatible; all Mac compatible	New
PC Software	Executive Picture Show	Full-featured presentation graphics package; includes free-form paint/draw, business graphics, slide show presentations, special effects & viewer interaction. **9**	364K (hard disk)	$245	IBM PC full range; DOS 2.1 +	No	6,000 + / 1985
PictureWare Inc.	PicturePower†	Integrated system incorporates photographic-quality images with text & database. **9**	640K (hard disk)	$1,995-$7,995	IBM PC full range; image-processing board; DOS 3.1 +	All DOS-based NetBIOS compatible	4,000 + / 1985
Profit Planning Group	Beating the Competition	Designed to help salespeople develop cost-justifiable proposals for clients; prints out proposals & visuals. **1**	512K	$1,000 +	IBM PC full range; DOS 2.0 +	No	Under 100/1990
Silicon Beach Software Inc.	SuperCard 1.5†	Multimedia authoring system; creates applications such as interactive training programs & electronic catalogs or hyper-media information management systems. **9**	1.2MB (hard disk)	$299	Mac + & up; MOS 6.04 +	No	25,000 + / 1988
The Software Butler	Presentation Planner†	Generates sales presentations with script & audiovisual support. **9**	384K	$79	IBM PC full range; DOS 3.0 +	No	Under 1,000/ 1985
Software Publishers	Harvard Graphics 3.0†	Integrated graphics program with bullet text, data; bar/line charts, free-hand drawing tools, 300 + symbols; creates slides/reports/documents. **9**	512K (hard disk)	$495	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	300,000 +/ 1987
Spinnaker Software Corp.	Pinstripe Presenter†	Business presentation/graphics program creates charts, graphs, drawings; 35mm slide production. **9**	512K (hard disk)	$99.95	IBM PC full range; DOS 2.1 +	No	4,000 + / 1988
VisionBase Inc.	ANIMAX	Full multimedia system; outputs info. to audio, video, television monitors, slides, etc.; charting & graphing functions; animates existing charts/graphs. **3, 9**	640K (hard disk)	$995-$1,495	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1990
VisionBase Inc.	Zephyr	User-definable pictorial database system; for catalog-based companies.	640K (hard disk)	$995 (SU); $495 per user (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1990
WordPerfect Corp.	DrawPerfect 1.1	Presentation, graphic & text-handling system; drawing, slides, transparencies, visuals, etc.; comes with 500-image clip-art pack. **9**	384K	$495 (SU); $495 + (MU)	IBM PC full range; DOS 3.0 +; Mac full range; any MOS	All DOS-based NetBIOS compatible	150,000 +/ 1989

STATISTICAL ANALYSIS 31

Advanced Marketing Institute Inc.	Money Machine†	Computer-assisted dialing software for surveying, market research, lead generation.	640K (hard disk)	$299 (SU); $1,499 (MU)	IBM PC full range; modem; DOS 3.0 +	All DOS-based NetBIOS compatible	15/1989
Cytel Software Corp.	Stat Table	Electronic tables for statisticians & engineers; provides immediate access to the 25 most commonly used statistical distributions.	640K	$19	IBM PC full range; any DOS	No	100/1990
Cytel Software Corp.	StatXact	Computes exact p values & confidence intervals for small data sets.	640K (hard disk)	$695	IBM PC full range; DOS 2.1 +	No	700/1989
Dynamic Micro Systems	GB-STAT 2.0	Statistical analysis & data management package with fully integrated graphics. **9, 14**	512K	$399.95	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100,000/ 1988

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
France Int'l Ltd.	GoldSpread Statistical	Lotus 1-2-3 comp. spreadsheet with full range of statistical commands & functions. **16, 27**	512K	$79.95	IBM PC full range; any DOS; MAC +, SE, II line, MOS 4.0 +	No	10,000 + / 1988
Idea Works Inc.	CellBreak 1.0	Spreadsheet support program; overcomes technical limitations in spreadsheets; matches objectives & data types to appropriate statistical/mathematical functions or graphs.	640K	$89	IBM PC full range, VGA monitor; DOS 2.0 +	No	New
Idea Works Inc.	CellBreak 1.0 for Windows	Same as the CellBreak 1.0 program but runs under Windows 3.0.	640K	$89	IBM PC, AT & up; DOS 3.1 +	No	New
Idea Works Inc.	Hyper-Stat 1.0	Electronic dictionary with over 1,900 definitions of statistical, graphical & methodological terms integrated within a hypertext interface.	640K	$100	IBM PC full range; DOS 2.0 +	No	New
Idea Works Inc.	Hyper-Stat 1.0 for Windows	Same as the Hyper-Stat 1.0 program but runs under Windows 3.0.	640K	$100	IBM PC, AT & up; DOS 3.1 +	No	New
Idea Works Inc.	Methodologist's Toolchest	Modular-based decision support system; aids in research design; modules include: Statistical Navigator, Data Collection Selection & Ex-Sample +	640K (hard disk)	$499.95	IBM PC full range; DOS 2.0 +	No	1,100/ 1988
Idea Works Inc.	WhichGraph 1.0	Program that selects appropriate business, statistical graphs & maps from over 100 possible techniques. **9**	640K (hard disk)	$149.95	IBM PC full range, VGA monitor; DOS 2.0 +	No	New
Information Resources Inc.	pcEXPRESS	Decision support system with a multidimensional database containing a dictionary for developing, running & maintaining statistical, marketing, sales & other business applications.	640K	$2,000 * (SU); MU discount	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	30,000 + / 1987
L.M. Nole & Assoc.	ProFile abc 1.1	Data entry & survey design package; cross-tabulation analysis.	320K	$199	IBM PC full range; DOS 2.1 +	No	75/1985
Lotus Development Corp.	Lotus 1-2-3 for DOS Release 2.3†	Program that unites a DOS spreadsheet with an interactive, graphical work environment. WYSIWYG screen display & presentation-quality output, spreadsheet auditing tools, expanded graphics. **15, 24, 26**	384K-512K (hard disk)	$495 (SU); $795 (MU)	IBM PC full range, co-processor; DOS 2.1 +	All DOS-based NetBIOS compatible	14 million + /1983
Lotus Development Corp.	Lotus 1-2-3 for DOS Release 3.1 +†	Designed for users with advanced spreadsheet needs; includes WYSIWYG, 3-D capabilities for organizing/consolidating/analyzing spreadsheet info. **15, 24, 26**	1MB-3MB (hard disk)	$595 (SU); $895 (MU)	IBM PC full range, co-processor; DOS 3.0 +	All DOS-based NetBIOS compatible	14 million + /1983
Lotus Development Corp.	LotusWorks 1.0	Program integrating spreadsheet, relational database management, word processing, graphics & communications; Lotus 1-2-3 file/format capability. **9,36**	512K	$149.	IBM PC full range; DOS 2.0 +	No	1 million + /1990
Management Science Assoc. Inc./Market Science Assoc.	EASY†	Cross-tabulation program that analyzes survey results.	512K (hard disk)	$2,500 +	IBM PC full range, EGA monitor; DOS 3.0 +	No	50/1988
Maritz Marketing Research Inc.	Maritz Stats	Marketing research statistical testing program; significance testing, sample-size determination, statistical test selection, etc. **16**	64K	Free ($5 shpg./ hndlg.)	IBM PC full range; DOS 2.1 +	No	1,000 + / 1988
Microtab Inc.	Microtab Cross Tabulation Software†	Questionnaire & cross-tabulation package, report-quality statistics. **16**	256K (hard disk)	$495	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	615 + / 1982
P-STAT Inc.	P-STAT†	Statistical survey & display package; data & file management. **15**	640K (hard disk)	$495 (SU); $495 + (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	1,000 + / 1985
P-STAT Inc.	P-STAT Data Entry†	Full-screen interactive data entry program with templates, allowable ranges, logical skip patterns, data validation & editing. **15**	640K	$100	IBM PC full range; DOS 2.1 +	No	New
PSEC Software	FloStat	Statistical analysis package; can be used with scanned maps as a geographic analysis system.	1MB	$99	Mac + & up; any MOS	No	87/1990
PSEC Software	IPSS (Interactive Population Statistical System)	Statistical tool containing data from 50 states & some foreign countries. **16**	1MB	$295-$395	Mac + & up; any MOS	No	66/1989
QQQ Software	TPL Tables†	Cross-tabulation program that summarizes data into tables; produces publication-quality tables with PostScript. **4, 15, 24**	640K (hard disk)	$895	IBM PC full range; any DOS, UNIX	All DOS-based NetBIOS compatible	100 + / 1988
Quantime	Quantum	Cross-tabulation & statistical analysis package draws & edits info. **16**	640K (hard disk)	$3,600	IBM PC full range, math co-processor; DOS 3.0 +	Ethernet	500 + / 1988
Quantime	Quanvent	Data-manipulation package creates new cross-tabulations from already tabled data; change/add options, re-editing. **16**	640K (hard disk)	$1,200	IBM PC full range, math co-processor; DOS 3.0 +	Ethernet, UNIX	450 + / 1979
Quantime	Quinput	Module package records responses to be used with cross-tabulation packages.	640K (hard disk)	$800 (SU); $500/user (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	50 + / 1980
Robinson Assoc. Inc.	Pairwise Conjoint Analysis System†	Analyzes & designs results for small-scale conjoint studies.	640K	$950	IBM PC full range, DOS 3.0 +	All DOS-based NetBIOS compatible	3 + /1989

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Saxe Research	CORONA (Correspondence Analysis)	Statistical analysis program for marketing research; visualization of cross-tabulation information in 2D plot format; esp. for mapping brand-by-attribute market structures. **14, 16**	512K	$295	IBM PC full range; DOS 3.0 +	No	New
Scientific Computing Assoc.	PC-GSA	Regression-analysis package with cross-tabulation, non-parametric statistics & other general statistical capabilities.	640K (hard disk)	$145	IBM PC full range; DOS 2.1 + ; Mac II series	No	500 + / 1983
Scott Smith	PC-MDS 5.1	Modular-based statistical analysis program; 22 multivariate statistical programs including multidimensional scaling for market & preference mapping; correspondence analysis mapping; conjoint analysis for product design & forecasting.	512K	$495	IBM PC full range; DOS 2.0 +	No	1,000 + / 1990
Spring Systems Inc.	TURBO Spring Stat†	Contains various modules including: transformation, text editor, data handling, multivariate analysis, non-parametric data statistics; includes expert system. **14, 16, 27**	385K	$474	IBM PC full range; DOS 2.1	All DOS-based NetBIOS compatible	300 + / 1986
SPSS Inc.	SPSS/PC +	Modular-based package including forecasting & time-series analysis, statistical automated response modeling, segmentation & price/package testing, text & statistcal charts. **9, 24, 30**	640K (hard disk)	$195 + (SU); MU discount	IBM PC full range; EGA/VGA/CGA monitor, math co-processor; DOS 2.0 +	All DOS-based NetBIOS compatible	200,000 +/ 1985
Statistical Innovations Inc.	CHAID Segmentation System	Screen PC implementation of CHAID algorithm with tree-drawing capabilities; for multivariate data exploration, market segmentation, direct marketing response analysis; interfaces with SPSS & other statistical packages.	520K	$395	IBM PC full range; any DOS	No	500/1989
StatPac Inc.	StatPac Gold	Advanced statistical analysis package including cross-tabulation, banners, time series, forecasting, regression, graphs. **27**	256K (hard disk)	$795	IBM PC full range; DOS 3.2 +	All DOS-based NetBIOS compatible	15,000 + / 1987
STSC Inc.	STATGRAPHICS 5.0	Comprehensive statistical analysis package; high-quality graphics. **16**	640K (hard disk)	$995	IBM PC full range; math co-processor DOS 2.0 +	Novell	40,000 + / 1985
SYSTAT Inc.	SYSTAT	Modular data analysis, data management & graphics package. **9**	640K 2MB (hard disk)	$795-$895	IBM PC-AT & up; math co-processor; DOS 3.0 + ; Mac 2E & up; any MOS	No	45,000 + / 1988
TELEMARKETING 32							
Aurum Software	Telemarketing Management System	On-line lead qualification system, scripted calls, on-line order & quote generator, fulfillment, marketing analysis reports, to-do lists.	4MB (hard disk)	$15,000 + (MU)	IBM PC full range; UNIX	UNIX	45/1989
BFC Software Inc.	TMASS: Target Market & Sales Software†	Marketing & sales automation: lead tracking, salesperson efficiency, forecasting, reports, memos, mass mailings, list sorting. **1, 5, 7, 24, 27**	640K (hard disk)	$1,500	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	Under 50/1988
BusinessWise Inc.	SupportWise	Call management & customer support/service software for technical support, customer service & help desk support; checks for support contracts; captures call info.; dispatches action requests, etc.	640K	$1,000 per user	IBM PC full range; any DOS, OS/2, UNIX	All DOS-based NetBIOS compatible	50/1988
ButtonWare Inc.	PC-FILE 6.0†	Mail merge, filing, inventory tracking, mailing labels, reports, form letters, graphing.	512K (hard disk)	$149 (SU); $379 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	850,000 +/ 1982
Call Management Products Inc.	CallMark	System that automates outbound dialing, lead management & database administration & call fulfillment operations; uses one computer to automate up to 128 telemarketers.	512K	$2,995	IBM PC full range; DOS 3.0 +	No	New
CCS Enterprises	Call Tracker†	Call tracking prospect management tool for the multiuser sales/telemarketing environment.	384K (hard disk)	$1,995	IBM PC-AT & up; UNIX, XENIX	UNIX, XENIX	Under 100/1990
Complementary Solutions Inc.	TeleMate 5.01	Call accounting system; can determine most cost-efficient carrier & telemarketer efficiency; generates reports/logs.	640K (hard disk)	$1,145-$4,995 (SU); $5,000 + (MU)	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	3,000 + / 1985
Complementary Solutions Inc.	TeleMate Pro†	Call accounting system for resellers.	640K (hard disk)	$450-$4,995 (SU); $4,100 + (MU)	IBM PC-AT & up; DOS 3.0 +	All DOS-based NetBIOS compatible	New
CR Complete Business Systems Inc.	TELEMAGIC	Extensive notepad, recall, direct dial, order entry, interfaces with accounting, on-line information.	512K (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; DOS 3.0 + ; Mac full range; MOS 6.0 + ; XENIX	All DOS-based NetBIOS compatible	15,000 + / 1984
Digisoft Computers Inc.	Telescript†	Customizable database, unlimited fields & screens; full scripting capabilities; real-time reporting; Paradox database interface; preview/auto-dialing; outbound/inbound functions. **1, 7, 12, 16, 25**	640K (hard disk)	$850 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	20/1989
DragonSlayer Systems	DragonSlayer Business Management System 5.0	Modular-based contact management system; complete database manipulation; cross-referencing between prospect & contact; telemarketing scripting capabilities. **12, 24, 28**	640K (hard disk)	$895 +	IBM PC full range; DOS 3.2 +	Novell	100 + / 1987

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Excaliber Sources	EXSELL†	Sales & telemarketing software includes word processor, tickler, reports. **1, 28**	420K	$395 (SU); $1,495 (MU)	IBM PC full range; DOS 2.0 +, XENIX, UNIX	All DOS-based NetBIOS compatible	10,000/ 1983
The MarTel Group	TeleStat†	Inbound/outbound calling for multiple projects with security levels for TSRs; power-dial capability. **12, 25, 26, 28**	640K (hard disk)	$695 (SU); $1,995-$3,545 (MU)	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	100 + / 1989
MaxSolutions	TeleMagic†	Has to-call list, scripts, auto-dial, record-keeping, report & follow-up letter generation.	1MB (hard disk)	$495 (SU); $1,995 (MU)	IBM PC full range; DOS 3.3 +; Mac full range; any MOS	All DOS-based NetBIOS compatible; AppleShare	60,000 + / 1985
ME-DI-CO	The Pacer†	For telephone sales reps & managers to sell, prospect, analyze data/sales.	400K (hard disk)	$495 (SU); $695 + (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	New
Peak Technologies	SaleStart†	Modular-based telemarketing program esp. for customer service reps; follow-up calls/lead generation for potential customers.	640K (hard disk)	$500	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
Prism Systems Inc.	CALLMARK†	Call reporting, territory/account/time management program; lead integration, automatic zip code/territory requirements. **1**	640K (hard disk)	$3,995 (SU); $4,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	50 + / 1989
Prism Systems Inc.	TELEMARK 2.0†	Automated lead introduction, qualification & assignment; access to product/competition summaries; custom scripting, in outbound calls.	512K (hard disk)	$2,995 (SU); $5,995 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	100 + / 1988
Profidex Corp.	SCAMP: Sales Control & Marketing Planner†	Telemarketing/direct-mail package with auto-dialer, interactive scripting, customized reports on prospects/territories/branches/regions. **5**	640K (hard disk)	$695 (SU); $3,000 + (MU)	IBM PC full range; DOS 3.1 +	Novell, Data General, UNIX	1,050 + / 1986
Quantime	Quancept†	Interviewing & telemarketing package that includes sophisticated sample management, quota control.	640K	$10,000 for 10 users	IBM PC full range; UNIX, XENIX	Ethernet	30 + / 1982
Sales & Marketing Systems Inc.	ScriptCTRL†	Scripts with branching & logic; instant access to product/competitor/objection information; SalesCTRL 2 is required. **28**	384K (hard disk)	$595 (SU); $1,995 (MU)	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	50/1990
Software Science Inc. The Research Group	TELEVIEW II†	Telephone interview system creates surveys, 1,000-question questionnaires, automatically coded answers; reflexively finds next "logical" question.	256K	$99	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	100 + / 1980
Telemarketing Concepts	Macintost: Custom Telemarketing Program†	Telemarketing product that allows you to call up any of your accounts & look at details by company, zip code, dates, etc.	4MB (hard disk)	$300 +	Mac full range; any MOS	All Mac compatible	New
Telemarketing Inc.	Telemarketing Services†	Used for lead list management, market coverage, scripting, productivity, customer service.	640K (hard disk)	$3,000 (MU)	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible	45 + / 1980
Travis DataTrak	TelePro†	Multiuser telemarketing/direct-mail package; analyzes results as well as telemarketing staff's performance; sorts queries, graphing. **5**	512K (hard disk)	$1,500/ user	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	4,000/ 1982
Tribase Systems Inc.	TAPIT†	Call management & accounting tool; detailed summary reports on clients; account tracking. **1, 28**	10K (hard disk)	$795	IBM PC full range; DOS 3.0 +	No	700 + / 1988
TERRITORY MANAGEMENT 33							
Dynacomp Inc.	Sales Assistant	Lead, sale, product tracking; assigns sales reps to territories; campaign scheduling, mailings. **12**	128K	$59.95	IBM PC full range; DOS 2.0 +	No	3,000-4,000 + / 1988
Epsilon Inc.	TMS: Territory Management System†	Program esp. for the pharmaceutical/health-care industry; call planning, call reporting, calendaring, schedules, to-do lists; pen-based system. **1, 12, 18, 32**	640K (hard disk)	$150,000 to $200,000	IBM PC-AT & up; DOS 2.0 +	All DOS-based NetBIOS compatible, UNIX	4/1990
Gateway Systems Corp.	SYNERGIST Sales Portfolio†	Integrated client/server SFA system including account/territory/product management, forecasting, personal productivity, E-mail, order entry & recovery; mainframe compatability. **1, 6, 7, 12, 20**	640K	$1,500 +	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	2,000/ 1990
John M. Roche & Assoc.	Knowledge Sales Process†	Customer & prospect tracking; sorts by criteria & group: territory, sales, potential, etc.; helps target market slot & appropriate product. **1, 7, 12, 22, 24, 28**	640K (hard disk)	$2,000 +	IBM PC-AT & up; DOS 3.2 +	No	60/1984
Metron Inc.	TERRALIGN†	Modular-based geographical spreadsheet; helps user configure balanced, compact scale territories; manual mode & optimizer.	640K (hard disk)	$40,000-$75,000	IBM PC-AT & up; DOS 3.0 +	No	6/1988
Sales Technologies	Since software is custom, the user names it †	Integrated modules on sales reporting, territory management, E-mail/forms, spreadsheets, sales reference; mainframe compatibility **1, 28**	640K (hard disk)	$1,000 +	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	15,000 + / 1983
Saleslink Systems	Saleslink for Windows 1.1	Sales process information system; time/territory management, call reports & sales forecasts; captures the reason why a sale is won or lost; runs under Windows 3.0.	1MB (hard disk)	$895	IBM PC-AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	New

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Sammamish Data Systems	CaseEight Professional 4.0	Interactively allows user to define/modify new/existing sales/franchise territories, analyzes territories for sales potential, etc.	640K (hard disk)	$2,450	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	60/1987
User Friendly Data Systems Ltd.	Sales Territory Assistant	Sales automation system with contact & customer demographics, sales evaluation, call reporting & expense reporting. **1, 27, 28**	1MB (hard disk)	$200	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	New
User Friendly Data Systems Ltd.	Sales Territory Manager†	Modular based, integrated sales automation system; customer & contact demographics, sales evaluation, forecasting, call reporting, E-mail. **1, 6, 27, 28**	1MB (hard disk)	$250 +	IBM PC full range; DOS 3.3 +	All DOS-based NetBIOS compatible	800/1990
Winsight Inc.	Identifying the Right Priorities	Reps can plan work in order to see what most needs their attention & effort, prioritizes projects.	256K	$249 (SU); MU discount	IBM PC full range; DOS 2.1	No	1,000 + / 1988
TRADE SHOW MARKETING 34							
CompuDex Inc.	Exhibit Presentation†	Graphic & animated presentation; runs in continuous loop or interactively; salesperson can skip within presentation. **2, 9, 30**	512K (hard disk)	$5,000 - $50,000	IBM PC full range; DOS 3.0 +. Mac full range; MOS 6.0.2 +	No	100 + / 1988
Inquiry Plus	Inquiry Management Software†	Tracks inquiries, creates letters & labels, electronic transfer of leads from trade shows, management reports, assigns salespeople leads based on territory. **11, 12**	512K (hard disk)	$1,500 (SU); $3,250 (MU)	IBM PC full range; DOS 3.1 +	Novell	300 + / 1984
MG Software	Exhibit Easy	Contact & show management program; pre-installed resources, inventory management, shipping/mailing labels, budget analysis, to-do lists & history reports, runs under Windows 3.0	1MB (hard disk)	$495 (SU); $495 + (MU)	IBM PC, AT & up; DOS 3.1 +	All DOS-based NetBIOS compatible	New
Phoenix Solutions Inc.	ExhibiTRAK	Trade show management software for booth sales, avoid double booking, view neighboring booths, produce confirmation letters, financial reports & summaries, mailing labels & reports.	640K (hard disk)	$1,495 (SU); $2,495 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	10/1990
TRAVEL & ENTERTAINMENT 35							
Administrative Headquarters	TRIPMATE†	Incentive travel, group travel, etc., rooming lists, options, events, handles 9 destinations & 18 hotels. **19**	640K (hard disk)	$500	IBM PC full range; DOS 3.0 +	No	35 + / 1988
C&H Enterprises	Frequent Flyer Award Tracker†	Tracks mileage according to airline programs, maximizes mileage strategy.	256K	$39	IBM PC full range; DOS 2.0 +	No	800 + / 1988
Dorsart Corp.	EXPE*SE MA$TER: The Expense Report Processor†	Automatically creates all T&E reports required from entries; 3 versions, single user, LAN multiuser, single PC multi user	360K	$69.95 (SU); $250 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	6,000 + / 1987
Management Control Systems	Sales Expense Manager	Tracks salespeople's expenses per person, generates expense reports by category of expense/person	512K (hard disk)	$395	IBM PC full range; DOS 2.0 +	No	100 + / 1988
On The Go Software	Expense-It!	Automates the process of filling out expense reports, prints all information out on company's individual expense form; links with corporate accounting systems & Sharp Wizard.	640K	$89.99	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	10,000 + / 1989
Para-Tech Systems Co.	Expense Easy†	Business & travel expense system, assigns expenses to individual accounts with summary reports, expense reporting by category, credit card tracking, built-in customer list, sales call report tracking. Links with Sharp Wizard & Casio Boss, data can be uploaded into program.	512K	$99.95	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	2,000 + / 1988
Quantic Corp.	Touch 'n Go	Tracks reports T&E expenses for business travelers.	256K	$149	IBM PC full range, dot matrix & laser printers; DOS 2.1 +	No	5,000 + / 1987
Revolution Software Inc.	Revolution Expense Account	Expense account management & reporting system for traveling executives; manages expense items such as travel, entertainment, automobile, office & misc. business expenses.	640K (hard disk)	$79.95 +	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	5,000/ 199[illegible]
TravelTrak	TravelTrak†	Tracks business travel expenses including mileage, hotel, T&E, prints statements.	256K (hard disk)	$595 (SU); $795 (MU)	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	7/1987
WORD PROCESSING/MISCELLANEOUS 36							
Access Technology Inc.	FirstComment†	Uses network to automate the process of getting group input/feedback on any type of document, enables user to create document draft on word processor & notifies other users on-line to enter comments, dialogues, or revisions.	640K (hard disk)	$895 + (MU)	IBM PC full range; DOS 2.1 +	Novell	2,000 + / 1989
American Intelliware Corp.	Scriptwriter†	Advanced word processing, built-in page breaks & formatting, video/audio text synchronization, teleprompter. **30**	1MB	$495	Mac + , SE, SE30, II, IICX, any MOS	AppleShare	2.5 million/ 1984
Ashton-Tate Corp.	FRAMEWORK IV 1.0	Single-menu program incorporating spreadsheet, word processing, database, graphics, outlining, telecommunications, E-mail & built-in programming language. **4, 6, 9**	640K (hard disk)	$695	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	500,000/ 1984

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
Ashton-Tate Corp.	FullWrite Professional 1.5S	WYSIWYG word processor; editing, page layout, graphic design, drawing capability, seamless integrated outlining, text manipulation & sound notes. **4, 9**	2MB (hard disk)	$249	Mac + & up; any MOS	No	50,000 + / 1988
Ashton-Tate Corp.	MULTIMATE 4.0	WYSIWYG word processing, Thesaurus, spell & grammar checker, graphics editing, integrated E-mail. **6, 9,**	384K (hard disk)	$495	IBM PC full range; DOS 3.1 +	All DOS-based NetBIOS compatible	1 million/ 1982
Better Software Technology Inc.	SWITCH-IT	Time-saving program with task-switching function; allows users to switch between 100 programs & files without having to exit & save. **20**	640K (hard disk)	$99.95	IBM PC full range; DOS 3.0 +	All DOS-based NetBIOS compatible	50,000 + / 1988
ComputerEase Software Inc.	Word Mover†	High-level word processing; full editing of 9 files at once; built-in communications & powerful Macro/Script programming language; esp. for laptops.	320K	$195	IBM PC full range; any DOS	All DOS-based NetBIOS compatible	500/1988
Datanetics	Word Processor	Multiuser word processor; memo pads.	512K	$500-$3,250	IBM PC full range; SuperDOS	SuperDOS	200 + / 1987
Experience In Software Inc.	Thoughtline	Program that enables computer to "ask" questions that stimulate creative, organized thinking; writes speeches/ articles/ presentations; links with Word Perfect.	640K	$195 (SU); MU discount	IBM PC full range; DOS 2.1 + , OS/2	No	20,000/ 1987
France Int'l Ltd.	frsCAL†	Complete business analysis for evaluating business performance, making credit evaluations, identifying developing problems & locating opportunities to improve cash management & profit performance.	640K	$600-$1,600 (SU); $1,200 + (MU)	IBM PC full range; DOS 2.0 + , OS/2	All DOS-based NetBIOS compatible	1,200/ 1986
Idea Works Inc.	SmartPaper 1.0 for Windows	Hypertext authoring tool; combines Hypertext user interface with semantic network data structure & frame-based reasoning; runs under Windows 3.0.	640K	$100	IBM PC-AT & up; DOS 3.1 +	No	New
JIAN	Cash Collector†	Tickler system; produces pre-written dunning letters & court notices for maintaining customer relations & getting paid. **32**	512K (hard disk)	$199	IBM PC full range, dot matrix/laser printer; DOS 2.0 +	No	2,000 + / 1990
Lotus Development Corp.	AMI Pro 2.0†	Word-processing system; index, table of contents, integrated drawing & charting, mini spreadsheet capabilities, document comparison, revision marking, imports Lotus 1-2-3 files; runs under Windows 3.0 **4, 9, 30**	1MB (hard disk)	$495	IBM PC 386SX + ; DOS 3.3 +	All DOS-based NetBIOS compatible	50,000 + / 1989
MacMillan Publishing Co.	RightWriter 3.1† (for Mac); 4.0† (for IBM)	Grammar & style checker helps salespeople improve business/technical writing, esp. for people learning English as a second language.	384K (hard disk)	$95 (SU); $295 + (MU)	IBM PC full range; DOS 2.0 + , UNIX, XENIX; Mac 512 + & up; MOS 4.0 +	Novell, 3Com	300,000 + / 11984
MaxThink	Houdini†	Specialized word processor dealing with linked topics; information structuring & organizing; automated abstractions, generalizations, editing; creates Hypertext systems.	300K (hard disk)	$89 (SU); $489 (MU)	IBM PC full range; DOS 2.0 +	Novell	10,000/ 1986

NEXT MONTH IN S&MM:

BUSINESS EXECUTIVE DINING AWARDS

S&MM's annual listing of the top 100 business dining establishments in the nation, according to the votes of our readers.

1992 MEDIA OUTLOOK

Hard times in the communications industry spell opportunity for marketers looking to get more bang for their advertising buck.

RISKY BUSINESS

Not every customer is worth the time and effort it takes to get the sale. Sometimes you have to know when to pull the plug.

THE PRECISION SELLING PAYOFF

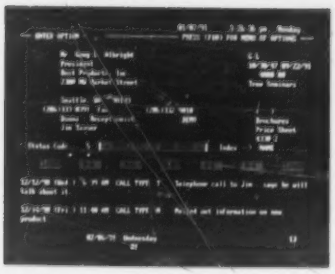
When it comes to major accounts, the sale goes to those who come prepared.

SALES & MARKETING SOFTWARE

VENDOR	PACKAGE	DESCRIPTION	MEM.	PRICE	HARDWARE/SYS.	NETWK.	#/AGE
MaxThink	MaxThink†	Perceptual/classification program; creates Hypertext/ hierarchal shelves/movement systems; outlines commands for analytical, managerial & creative thinking. **15**	300K	$89 (SU); $489 (MU)	IBM PC full range; DOS 2.0 +	Novell	20,000 + / 1984
MaxThink	TransText†	ASCII word processor; all ASCII files can contain jumps to other files, Hypertext format.	180K	$89 (SU); $489 (MU)	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	7,000 + / 1988
PRO/TEM	BiblioSTAX	Bibliographic database; works with Hypercard.	1MB (hard disk)	$199 +	Mac + & up; any MOS	No	2,500/ 1988
Round Lake Publishing	LetterWorks†	Four hundred professionally written model letters; press releases, proposals & other business documents.	256K	$79.95	IBM PC full range; DOS 2.1 + ; Mac word processor; any MOS	No	10,000 + / 1989
Spinnaker Software Corp.	Eight-in-One 2.0	Word processing, spell checker, database, spreadsheet, graphics, desktop organizer, file transfer.	512K (hard disk)	$59.95	IBM PC full range; DOS 2.1 +	No	250,000 +/ 1990
Spinnaker Software Corp.	PFS: First Choice 3.1	Integrated word processing program; pull-down menus; business presentations; instant information access; Lotus 1-2-3 importing function.	512K (hard disk)	$149	IBM PC full range; DOS 2.1 +	All DOS-based NetBIOS compatible	500,000 +/ 1989
Spinnaker Software Corp.	PFS: WindowWorks	Advanced word processing & page lay-out, spreadsheet, database, charts, communications, address book, label maker; runs under Windows 3.0. **4**	512K (hard disk)	$199	IBM PC AT & up; DOS 3.1 +	No	New
White Crane Systems	AutoWorld	Translates any files between 25 word processing formats; retains all textual characteristics as well as limited graphics conversions.	256K	$149.95	IBM PC full range; DOS 2.0 +	No	2,000/ 1990
WordMARC Int'l Corp.	WordMARC 6.2†	Word processing for general business use; desktop publishing capabilities; import/export graphics; 110,000 word dictionary; integration with spreadsheets, E-mail, etc. **4**	400K (hard disk)	$495	IBM PC full range; DOS 2.0 +	Novell, 3Com	500,000 +/ 1981
ZIP CODE TRACKING 37							
Advanced Marketing Systems Corp.	Dealer Locator	Based on company's database; locates dealers of any company product by zip code. **22**	640K (hard disk)	$5,000 +	IBM PC full range; DOS 2.0 +	All DOS-based NetBIOS compatible	10/1990
Datamap Inc.	Locator†	Marketing/telemarketing application for use with inside sales force that locates where the closest dealer for your needs is, makes re-dial searches for other dealers, collects callers' names/addresses. **32**	640K (hard disk)	$5,000 (SU); $9,000 + (MU)	IBM PC, AT & up; DOS 3.0 +	Novell	25 + / 1989
DCC Data Service Inc.	ZIPLIST	Basic geographic information database including zip code, county, state, city, latitude/longitude, etc.	526K IMB (hard disk)	$245	IBM PC full range; any DOS	No	1,000 + / 1986
Terralogics Inc.	ZipView†	Program that visually displays customer or mailing lists by 3- or 5-digit zip code at the U.S. or state level. **5**	640K (hard disk)	$895	IBM PC full range; EGA/VGA monitor; DOS 3.2 +	All DOS-based NetBIOS compatible	100 + / 1990

†Customizable program

Computer Software Showcase



PROSELL+ organizes client data and recalls HOT prospects instantly! Vital to managing appointments, follow-ups, correspondence, expenses, etc. Fast, easy, flexible. Incredible value at only $189. Call Sales Management Systems at 800-444-9945 or 206-391-0710.
Circle No. 1 on Reader Service Card

Free! Now you can try **DataSel Gold**, the powerful PC contact management system absolutely free. We'll send a limited version of DataSel Gold, a demo, plus literature. Call 800-322-6160.
Circle No. 2 on Reader Service Card

Now your entire sales team can be better organized, better managed, and more successful. **SFIM** sales automation software is comprehensive, powerful, and very easy to use. It's ready to work as is or easily tailored to your way of doing business. From XYZT Computer Dimensions, Inc. (Call 212-608-6655; fax: 212-385-4831).
Circle No. 3 on Reader Service Card

VENDOR DIRECTORY

Information has been supplied by the vendors; contacts given where applicable. Boldface numbers indicate the applications category number in which software packages are found (see page 59 for directions on using the cross-reference index).

Abelson Communications Inc., 1685 Grand Ave., Baldwin, NY 11510 (516-546-2286). Glenn Abelson. **5**

Abend Assoc. Inc., 265 Winn St., Suite 305, Burlington, MA 01803 (617-273-5383). Nicole Porino. **1**

Access Int'l Inc., 17130 S. Torrance Rd., Lansing, IL 60438 (708-895-3495). Sales Dept. **7**

Access Technology Inc., 2 Natick Executive Park, Natick, MA 01760 (508-655-9191). **36**

ACEware Systems, 1828 Erickson, Manhattan, KS 66502 (913-537-2937). Chuck Havlicek. **19**

Action Plus Software, 11485 S. Highway Mountain Dr., Sandy, UT 84092-5675. (801-572-3303). Sales Dept. **12**

Action Technologies Inc., 1145 Atlantic Ave., Alameda, CA 94501 (415-654-4444 or 800-624-2162). Bart Macleod. **6**

Addison-Wesley Publishing Co., Jacob Way, Reading, MA 01867 (617-944-3700 or 800-527-5210). Order Dept. **10**

Administrative Headquarters, 15520 Rockfield Blvd., Suite G, Irvine, CA 92718 (714-855-6792). Fred Young. **35**

Adobe Systems Inc., 1585 Charleston Rd., P.O. Box 7900, Mountain View, CA 94039-7900 (415-961-4400 or 800-344-8335). Sales Dept. **9**

Advanced Graphics Software, 5825 Avenida Encinas, Suite 105, Carlsead, CA 92008-4404 (619-931-1919). Order Processing Dept. **30**

Advanced Marketing Institute Inc., 1650 Gardena Ave., Glendale, CA 91204 (818-548-8351). Fred Nugent. **31**

Advanced Marketing Systems Corp., 190 Littleton Rd., Westford, MA 01886 (508-392-0366). Jay Alpern. **25, 37**

Advanced Software Technologies Corp., P.O. Box 610, Arlington, TX 76004 (800-880-9181). Susan Bargsley. **1**

Advanced Support Group, 1190 Grant Pl., St. Louis, MO 63131 (314-256-3130). Ken Macabee. **1**

Aldus Corp., 411 First Ave. S., Suite 200, Seattle, WA 98104 (206-622-5500). Customer Relations. **30**

Alembic Computer Services Inc., 1306 E. Main St., Suite U, Mesa, AZ (602-962-8010). Samantha Hannah. **5**

American Data Inc., 615 Merchant St., Vacaville, CA 95688 (707-447-5847). Ross Shapiro. **28**

American Intelliware Corp., P.O. Box 439, New York, NY 10021 (212-535-4406). Jim Lipton, John Tannen. **30, 36**

Ammlung Data Processing, P.O. Box 179, Lowell, MA 01853 (508-454-7749 or 800-955-7750). Frank Ammlung. **24**

Anaheim Technologies Inc., 320 Fifth Ave., Troy, NY 12182 (514-745-2272). Ara Altounian. **21**

Analytical Computer Service Inc., 434 Sandford Ave., Westfield, NJ 07090 (201-232-2723). Amy Yaffie. **16**

Apian Software, P.O. Box 1224, Menlo Park, CA 94026 (408-562-9680 or 800-237-4565). Sales/Order Dept. **16, 22**

Application Consulting Group Inc., 121 Headquarters Plaza, Morristown, NJ 07690 (201-898-0012). James Cloniger. **24**

Applied Business Technology Corp., 361 Broadway, New York, NY 10013 (212-219-8945). **9, 23**

Applied Computing Services, 2762 Allan Rd. West, Elk, WA 99009 (509-292-0500 or 800-553-4055). Pat Murphy, Don Murphy. **1**

Applied Decision Systems, 99 Hayden Ave., Lexington, MA 02173 (617-861-7580). Tim Davidson. **24, 27**

Applied Decision Technology, 2200 Riverside Dr., Green Bay, WI 54301 (414-435-4949). David Vogt. **27**

Applied Econometrics Inc., 100 University Dr., Amherst, MA 01002 (413-549-0203). Sabina Cournoyer, Christopher L. Wall. **19**

Applied Software Technology, 591 W. Hamilton Ave., Suite 201, Campbell, CA 95008 (408-370-2662 or 800-678-1111). Sales Dept. **11**

Applied Systems & Technology Inc., 227M Hallenbeck Rd., Cleveland, NY 13042 (315-675-8584). George Bittner. **2**

ARC Tangent Inc., 121 Gray Ave., Santa Barbara, CA 93120-2009 (805-965-7277). Mary McJohn. **5**

Arlington Software & Systems Corp., 900 Mix Ave., Suite 14, Hamden, CT 06514 (203-230-1733). Sales Dept. **1**

Ashton-Tate Corp., 20101 Hamilton Ave., Torrance, CA 90509-9972. (213-329-8000 or 800-437-4329). Sales Dept. **30, 36**

askSam Systems, 119 South Washington St., Perry, FL 32347 (904-584-6950 or 800-800-1997). Beth Parker. **20**

The Association Store Ltd., 8828 Monard Dr., Silver Springs, MD 20910 (301-588-3345 or 800-222-2977). Toni Lofthouse. **19**

ATG Inc., 205 Regency Executive Park, Suite 306, Charlotte, NC 28217 (704-521-8113). Ed Campbell. **15**

August Corp., P.O. Box 7835, Auburn, CA 95604 (916-268-3691). Patrick Wood. **25**

Aurum Software, 5201 Great America Pkwy., Suite 238, Santa Clara, CA 95054 (408-562-6370). Kate Fitzgerald. **28, 32**

Automated Micro, P.O. Box 3689, Santa Clara, CA 95055 (408-245-0350). Jim Lemezis. **1**

Automation Technologies, 942 E. 7145 S., Suite C101, Midvale, UT 84047. (801-566-5544 or 800-777-6368). Sales Dept. **5**

AXSYS Inc., Jenkins Court, Suite 300, Jenkintown, PA 19046 (215-886-3330). Michael Steel. **24**

Aztech Corp., Artery Plaza West, 4733 Bethesda Ave., Bethesda, MD 20814 (301-907-3333). Doug Fisher. **19**

B & B Systems, P.O. Box 171, Waukesha, WI 53187 (415-544-5988). Bob Boulder. **5, 25**

Banner Blue, P.O. Box 7865, Fremont, CA 94537 (510-794-6850). Product Information Dept. **9**

Beacon Expert Systems Inc., 35 Gardner Rd., Brookline, MA 02146 (617-738-9300). **23**

Beatnic Inc., 1400 N. Providence Rd., Media, PA 19063 (215-891-6500 or 800-346-7920). Wendy Madonna. **4**

Better Software Technology Inc., 55 New York Ave., Framingham, MA 01701. (508-879-0744 or 800-848-0286). **36**

BFC Software Inc., Bldg. 6, Suite 108, 799 Roosevelt Rd., Glen Ellyn, IL 60137 (708-790-8383). Lyle Castle. **32**

Bits & Bytes, Inc., 1650 Oakland Blvd., #105, Walnut Creek, CA 94596 (415-945-0987). Wilma Ram. **12, 22, 28**

BLOC Publishing Corp., 800 SW 37th Ave., Suite 765, Coral Gables, FL 33134 (305-445-0903 or 800-677-2562). BLOC Sales Dept. **9**

BMDP Statistical Software Inc., 1440 Sepulveda Blvd., Suite 316, Los Angeles, CA 90025 (213-479-7799). **15**

BMU Softworks, 2457 Perkiomen Ave., Reading, PA 19606 (215-779-5946 or 800-333-7582). Marshall Thacker. **6**

Breakthrough Productions, 210 Park Ave., Nevada City, CA 95959-2614 (916-265-0911). Marla Robinson. **28**

Bretton-Clark, 89 Headquarters Pl., N. Tower, 14th Fl., Morristown, NJ 10036 (201-993-3135). Steve Herman. **16**

Bricker-Evans, 2350 Mission College Blvd., Suite 450, Santa Clara, CA 95054 (408-970-0362). Mark Evans. **12**

Bridgeway Worldsystems Int'l, 1 Bank St., Suite 203, Stamford, CT 06901 (203-357-7781). **20**

Brightbill-Roberts & Co., 120 E. Washington St., Suite 421, Syracuse, NY 13202 (315-474-3400 or 800-444-3490). Colleen Terry. **20, 30**

Brock Control Systems Inc., 2859 Paces Ferry Rd., Suite 1000, Atlanta, GA 30339 (404-431-1200 or 800-221-0775). Pat Angulo. **28**

Broderbund Software, 17 Paul Dr., San Rafael, CA 94903-2101 (415-492-3200 or 800-521-6263). **9, 20**

Bruce Bell & Assoc. Inc., 425 Main St., Suite 10, P.O. Box 400, Canon City, CO 81212 (719-275-1661 or 800-359-7738). James Parnau, Mike Fry. **15**

Bureau of Business Practice, Rope Ferry Rd., Waterford, CT 06386 (203-442-4365 or 800-243-0876). Patricia Ryan. **10**

Business Forecast Systems, 68 Leonard St., Belmont, MA 02178 (617-484-5050). Claire Fagan. Sales Dept. **27**

Business Research & Surveys, 50 Greenwood Ave., West Orange, NJ 07052. (201-731-7800). Jill Herman. **15**

Business Resource Software Inc., 2013 Wells Branch Pkwy. #305, Austin, Tx 78728 (512-251-7541 or 800-423-1228). Jerry Spencer. **22**

Business Software, 701 San Conrado Terr., Suite 5, Sunnyvale, CA 94086 (408-736-3000). **7**

BusinessWise, 595 Milich Dr., Suite 210, Campbell, CA 95008 (408-866-5960). Steve Hartman. **32**

ButtonWare Inc., P.O. Box 96058, Bellevue, WA 98009 (206-454-0479 or 800-528-8866). Sales Dept. **20, 32**

C & H Enterprises, 19818 Ventura Blvd., Suite 343, Woodland Hills, CA 91634 (818-703-8944). Sales Dept. **35**

Caddylak Systems Inc., 131 Heartland Blvd., Brentwood, NY 11717 (516-254-2000 or 800-523-8060). Customer Service. **1, 3, 5, 10, 22, 23, 25, 30**

Caliper Corp., 1172 Beacon St., Newton, MA 02161 (617-527-4700). Howard Slavin. **13**

Call Managemnet Products Inc., 2150 W. 6th Ave., Unit N, Broomfield, CO 80020 (303-465-0651 or 800-245-9933). **32**

Campbell Services, 21700 Northwestern Hwy., Suite 1070, Southfield, MI 48075 (313-559-5955). Sales Dept. **20**

CATT Systems, 7929 Liberty Rd., Baltimore, MD 21207 (301-655-8924). Al Ruppel, Sheldon Schwartz. **12**

CCS Enterprises, P.O. Drawer 1690, Easton, MD 21601 (301-820-4670). Bob Willy. **32**

Century Software, Woodridge Technology Park, 310 N. Wilson, Hartford, WI 53027 (414-673-4424 or 800-437-4492). Christine Hoxworth. **6**

Cetex Corp., 37 Thunderhead Rd., Medford, NJ 08055 (609-953-1406). Craig Blackman. **2**

CGA Inc. Marketing Management Group, 140 Main St., Los Altos, CA 94022 (415-948-1300). Phil Campbell Graves. **2**

Chadwyck-Healey Inc., 1101 King St., Alexandria, VA 22314 (703-683-4890 or 800-752-0515). Ro Dhanda, Steve Williamson. **13**

Champaigne PC Dossiers, 1140 W. Washington Blvd., Suite 200, Oak Park, IL 60302 (708-386-0062). David Kesler. **12**

Chang Laboratories, 3350 Scott Blvd., Santa Clara, CA 95054 (408-727-8096). J. Finnegan. **1**

Chronos Software Inc., 555 De Haro St., Suite 240,

SALES & MARKETING SOFTWARE

San Francisco, CA 94107 (800-777-7907). Terry Peckham. **20**

CIDEX Computer Systems Inc., 2 Willow Terr., Hoboken, NJ 07030 (201-653-5105). Lawrence Nussbaum. **7**

CLARITAS Corp., 201 Union St., Suite 200, Alexandria, VA 22314 (703-683-8300). Mike Reinemer. **15, 16**

Coker Electronics, 1430 Lexington Ave., San Mateo, CA 94402 (415-573-5515). Sales Dept. **6**

Commercial Data Systems Corp., 1000 South Pioneer Dr., Atlanta, GA 30082 (404-799-1000). K. Tucker. **28**

Complementary Solutions Inc., 4470 Chamblee-Dunwoody Rd., Suite 202, Atlanta, GA 30338 (404-454-8033). Melanie Noble. **32**

CompuDoc Inc., 51 Mount Bethel Rd., Warren, NJ 07059-5603 (908-757-2888). Robert Sinnott. **2, 5, 10, 34**

Compusense Inc., 173 Woolwich St., Suite 201, Guelph, Ontario, Canada N1H 3V4 (519-836-9993). **16**

Computer Aided Management Inc., 1318 Redwood Way, Suite 210, Petaluma, CA 94954 (707-795-4100 or 800-635-5621). Sales Dept. **23**

Computer Assoc. Int'l Inc., 711 Stuart Ave., Garden City, NY 11530 (408-922-2356 or 800-645-3003). Sales Dept. **3, 9, 30**

Computer Innovations, 11 E. Adams, Suite 900, Chicago, IL 60603 (708-663-5930). Jean Franz. **12, 21, 30**

Computer Masters, 6505 S. Sepulveda Blvd., Los Angeles, CA 90045 (213-645-6530). Mike Canty. **12**

Computer Solutions & Development Inc., 7315 Wisconsin Ave., Suite 200W, Bethesda, MD 20814 (301-951-5505). Charlie Morenus. **19, 28**

Computer Solutions Inc., 1261 N. Court, New Brighton, MN 55112 (612-698-6934). Steven C. Vetter. **30**

Computer Systems Consultants Inc., 1454 Latta Lane, Conyers, GA 30207 (404-483-4570). Bud Pass. **5**

ComputerEase Software Inc., 654 Metacom Ave., Warren, RI 02885 (401-245-1523 or 800-221-6841). Tech. Support. **2, 36**

Computers for Marketing Corp., 547 Howard St., San Francisco, CA 94105 (415-777-0470). **16**

Computertime Network Corp., 10340 Cote de Liesse, Montreal, Quebec, Canada H8T1A3 (514-633-9900). Barry Scharf. **25**

Computx, 14 Pierce Ave., Oak Ridge, NJ 07438 (201-697-3141). Peter Vanderhorst. **1**

Comshare Inc., Wolverine Tower, 3001 S. State St., Ann Arbor, MI 48108 (313-994-4800). Chris Kelly. **18**

Concurrent Technologies, 1 World Trade Center, Suite 7967, New York, NY 10048 (212-524-7760 or 800-345-3895). Karen Feeks. **27**

Connex Systems, 9341 Courtland Dr., Rockford, MI 49351 (616-866-5562 or 800-748-0212). George Hanson. **6**

Contact Plus Corp., P.O. Box 2577, Satellite Beach, FL 32937 (407-779-4900 or 800-366-9876). Roger Arias. **8, 12**

Contact Software Int'l, 1625 W. Crosby Rd., #132, Carrollton, TX 75006-6627 (214-418-1866 or 800-627-3958). Sales Dept. **28**

Convention Central Inc., P.O. Box 8837, Honolulu, HI 96830-0837 (808-737-2001). Robert Ahlstrom. **19**

Corel Systems Corp., 1600 Carling Ave., Ottawa, Ontario, Canada K1Z 8R7 (613-728-8200). **9**

Courseware Development Project, School of Business Admin., Dalhousie Univ., 6152 Coburg Rd., Halifax, Nova Scotia, Canada B3H 1Z5 (902-494-1825). Dr. B.ooks. **16**

CR Complete Business Systems Inc., 7125 Fenwick Lane., Suite O, Westminster, CA 92683 (714-898-9779 or 800-4Novell). Bob Drohan. **11, 32**

Creagh Computer Systems, 674 Via de la Valle, Solana Beach, CA 92075 (619-792-1367 or 800-833-8892). William Berkley. **1**

Creative Research Systems, 15 Lone Oak Center, Petaluma, CA 94952 (707-765-1001). Lisa Bacon, Hank Zucker. **16**

Cross Information Co., 1881 9th St., Suite 212, Boulder, CO 80302 (303-444-7799). Mike Brough. **6**

Crunch Software Corp., 5335 College Ave., Suite 27, Oakland, CA 94618 (415-420-8660 or 800-999-FTAT). Information Dept. **15**

Custom Databanks Inc., 13925 Esworthy Rd., Germantown, MD 20874-3313 (301-990-4010). Sales Dept. **10**

Cybernetic Solutions Co., 3479 W. 7480 S., Salt Lake City, UT 84084 (801-568-1190 or 800-359-3386). Kent Francis. **16**

Cytel Software Corp., 137 Erie St., Cambridge, MA 02139 (617-661-2011). Cyrus Mehta. **31**

DAC Easy Inc., 17950 Preston Rd., Dallas, TX 75252 (214-248-0205 or 800-877-8088). Sales Dept. **1, 20**

Danart Corp., 1115 Magnolia Ave., Larkspur, CA 94939 (415-461-9100). Sales Dept. **35**

Data Description Inc., P.O. Box 4555, Ithaca, NY 14851 (607-257-1000). Phil Velleman. **16**

Data Resources, 24 Hartwell Ave., Lexington, MA 02173 (800-541-9914). Steve Brockelman. **16**

Data Services Co., 34 Eastman St., P.O. Box 450, Avon, CT 06001 (203-678-1886). Lois Oelrich. **19**

Data Systems Support, 1228 Shelly Ct., Orange, CA 92668 (714-771-0454). Chris Allan. **25**

Database Assoc., 612 Highland Ave., Needham, MA 02194 (617-449-8387). William Taube. **1**

Datamap Inc., 7525 Mitchell Rd., Suite 300, Eden Prairie, MN 55344 (612-934-0900 or 800-533-7742). Gary Mertz. **5, 37**

Datamatics Management Services Inc., 330 New Brunswick Ave., Fords, NJ 08863 (201-738-9600 or 800-673-0366). George Taliew. **12**

DataModes Inc., 4200 Perimeter Center, Suite 202, Oklahoma City, OK 73112 (405-947-3887). Sales Dept. **1, 24**

Datanetics, 114 N. Beatty St., Pittsburgh, PA 15206-3002 (412-363-DATA). Jerry Lisovich. **1, 6, 28, 36**

DataSol Software, 12780 High Bluff Dr., San Diego, CA 92130 (619-793-2950 or 800-322-6160). John Tokar. **1**

DayFlo Software, 1363 Logan Ave., Costa Mesa, CA 92626 (714-474-2901 or 800-367-5369). Sales Dept. **1**

DCC Data Service Inc., 1200 18th St. NW, Suite 704, Washington, DC 20036 (202-452-1419 or 800-431-2577). Kay Efron. **36**

Decisioneering Inc., 1727 Conestoga St., Boulder, CO 80301 (303-447-6464 or 800-289-8550). Sales Dept. **27**

Delta Business Systems, 5900 Princess Garden Pkwy., Suite 711, Lanham, MD 20706 (301-794-6726 or 800-776-3484). Donna Clenott. **1**

Detail Technologies Inc., 29 Emmons Dr., Building A-2, Princeton, NJ 08540 (609-452-8228). Information Dept. **16**

Diamante Software, 11651 Plano Rd., Suite 160, Dallas, TX 75243 (214-341-6711 or 800-223-2165). Chris Dikmen. **12**

Digisoft Computers Inc., 245 E. 92nd St., New York, NY 10128 (212-289-0991). Peggy MacLean. **32**

Digital Marketing Corp., P.O. Box 2010, Walnut Creek, CA 94595 (415-947-1000). Bob Baker. **27**

Dilworth Software Inc., P.O. Box 100, 24321 San Juan Rd., Carmel by the Sea, CA 93921-0100 (408-624-6500). Sales Dept. **28**

DISC Corp., 2550 Som Center Rd., Suite 200, Willoughby Hill, OH 44094 (216-943-5550). Susan Smith. **19**

Disk-Count Software Inc., 1751 W. County Rd. B, Suite 107, St. Paul, MN 55113 (612-633-0730). Mike Kimball. **15, 28**

DMIS, 70 Seaview Ave., Stamford, CT 06902 (203-353-7000 or 800-328-6667). Allan Rau. **15**

DOM Microsystems (Canada) Ltd., 606595 Howe St., Vancouver, British Columbia, Canada V6C 2T5 (604-887-4337). Egon Frank, Vicki Lunny. **13**

DragonSlayer Systems, 2275 Swallowhill Rd., Building 800, Pittsburgh, PA 15220 (412-279-8882 or 800-451-6524). Sheila W. Kelly. **32**

Droege Computing Services Inc., 3200 Croasdaile Dr., Suite 304, Durham, NC 27705 (919-383-9749). Michael Hillerbrand. **28**

Dynacomp Inc., P.O. Box 18129, Rochester, NY 14618 (716-671-6160). Fred Ruckdeschel, Bob Taylor. **1, 12, 33**

Dynamic Micro Systems, 13003 Buccaneer Rd., Silver Spring, MD 20904 (301-384-2754). Phil Freedman. **31**

EARTH/Info Sciences Inc.-EIS, 241 Warner Rd., Lancaster, NY 14086 (716-685-4230). Edward J. Moll. **13**

Echo Data, 1010 N. State St., Orem, UT 84057 (801-226-7800). John Duffy. **16**

ELAN Software Corp., 4917 Gerald Ave., Encino, CA 91436 (818-999-9872 or 800-654-3526). Jon Ferrara. **28**

EMIS Software Inc., 901 NE Loop 410, Suite 526, San Antonio, TX 78209 (512-822-8499 or 800-822-3647). Mike Horridge. **1, 7**

Enable Software/Higgins Group, 1150 Marina Village Pkwy., #101, Alameda, CA 94501 (510-865-9805 or 800-854-2807). Denise Beaty. **6**

Endpoint Marketing Information Systems, 1230 Oakmead Pkwy., Suite 210, Sunnyvale, CA 94086 (408-737-3831 or 800-776-5690). Neal Amsden. **28**

Envoy Systems Corp., 1432 Main St., Waltham, MA 02154 (617-890-1444 or 800-537-3755). Robert E. Carr. **1**

Epsilon Inc., 50 Cambridge St., Burlington, MA 01803-4610 (617-273-2630). David Heanny. **33**

Equifax National Decision Systems, 539 Encinitas Blvd., Encinitas, CA 92024 (619-942-7000 or 800-866-6510). Terry Munoz. **14, 15**

ESRI, 380 New York St., Redlands, CA 92373 (714-793-2853). ESRI Marketing Group. **13**

ETS Center, 849 Seven Gables Circle SE, Palm Bay, FL 32909 (407-728-8811 or 800-833-4777). L.O. Rexrode. **19**

Evergreen Ventures, P.O. Box 445, Vorhees, NJ 08043 (609-753-0758). Miriam Bernstein. **28**

Excaliber Sources, P.O. Box 467220, Atlanta, GA 30346 (404-956-8373). Sales Dept. **32**

Exceiver Corp., 14688 County Rd. 79, Elk River, MN 55330 (612-441-8166). Keith Vassar. **5**

Experience in Software, 2000 Hearst Ave., Berkeley, CA 94709 (415-644-0694 or 800-678-7008). Sales Dept. **28, 29, 36**

Expert Technologies Corp., 3618 Burlington, Houston, TX 77006 (713-526-0909 or 800-327-8752). Steve Millhouse. **29**

E-Z Data Inc., 533 S. Atlantic Blvd., Monterey Park, CA 91754 (818-281-7640 or 800-777-9188). Sales Dept. **1**

Fairfield Management Resources Inc., 600 Woodfield Dr., Suite 1175, Schamburg, IL 60173 (708-706-9141). Tom Hanagan. **1**

FASTECH Inc., 450 Parkway Dr., Broomall, PA 19008 (215-565-3405). Richard Hirsh. **1**

1st Desk Systems Inc., 7 Industrial Park Rd., Medway, MA 02053 (508-533-2203 or 800-522-2286). Ned Hinds. **5, 6, 12**

FirstMark Technologies Ltd., 14 Concourse Gate, Suite 600, Ottawa, Ontario, Canada K2E 7S8 (613-723-8020 or

800-387-SEEK). Sales Dept. **24**

Fleet Technologies Inc., 50 Scott Adam Rd., Suite 212, Hunt Valley, MD 21030 (301-683-0166 or 800-877-3533). Lyle Brecht **8**

FollowUp Software, 2456 Lakeside Ave., Cleveland, OH 44114 (216-589-5788 or 800-428-8457). Bill Zimmerman **1**

Frame Technology, 1010 Rincon Circle, San Jose, CA 95131 (408-433-3311 or 800-U4FRAME). Willow Banks **4**

France Int'l Ltd., 11767 Owings Mills Blvd., Owings Mills, MD 21117 (301-581-4117). Ralph France **15, 31, 36**

Frend-Link, 82-27 Tryon Pl., Jamaica Estates, NY 11432 (718-591-1550). Joseph Insalaco **28**

Futurus Inc., 3131 N. I-10 Service Rd., Metarie, LA 70002 (504-837-1554 or 800-327-8296). Robert Martinsen **6**

G. Temple Assoc. Ltd., 32005 W. 12 Mile Rd., Suite 304, Farmington Hills, MI 48334 (313-353-9750). Duane Temple **2**

Gallagher Systems, 11860 Sunrise Valley Dr., Reston, VA 22090 (703-391-8000 or 800-366-1735). Carol King **7, 28**

Gateway Systems Corp., 4600 S. Hagadorn, Suite 110, East Lansing, MI 48823 (517-337-8960). Jim Zoellner **33**

GE Information Services, 401 N. Washington St., Rockville, MD 20850 (301-340-4000 or 800-638-8730). Kathy Barton **28**

General Parametrics, 1250 Ninth St., Berkeley, CA 94710 (415-524-3950 or 800-223-0999). Sales Dept **30**

Geographic Data Technology, 13 Dartmouth College Hwy., Lyme, NH 03768 (603-795-2183 or 800-331-7881). Susan McCowan **13**

GeoQuery Corp., 475 Alexis R. Scuman Blvd., Suite 385E, Naperville, IL 60563 (708-357-0535 or 800-541-0181). Sales Dept. **13**

Geosoft Corp., 38 Park St., Vernon, CT 06066 (203-875-7782). Bruce Johnson **13**

GEOVISION INC., 5680 Peachtree Pkwy., Norcross, GA 30092 (404-448-8224). Linda Coburn **13**

G.G. Tauber Co., 4940 Wyaconda Rd., Rockville, MD 20852 (301-888-3567 or 800-638-6667). Pat Moran **19**

GIS Southwest, 1245 E. Topeka Dr., Phoenix, AZ 85024-2374 (602-582-2325). **13**

Goldata Computer Services, 129 Coulter Ave., Ardmore, PA 19003 (215-896-9440 or 800-969-9440). **12**

Good News Marketing Inc., 42 Windsor St., Arlington, MA 02174 (617-643-7131). Robert Gahtan **18**

Green Light Software, 79 W. Monroe, Suite 1320, Chicago, IL 60603-4969 (312-782-6495). Daniel Kegan **10, 25**

Group 1 Software Inc., 6404 Ivy Lane, Suite 500, Greenbelt, MD 20770-1400 (301-982-2000 or 800-368-5806). Dana Peta **5**

H&D Leasing, 3012 Wallace St., Clovis, NM 88101 (505-762-3324). Bill Hart **5**

Harris Publishing, 2057 Aurora Rd., Twinsburg, OH 44087 (800-888-5900). **5**

Hawthorne Software Co., P.O. Box 35, Hawthorne, NJ 07507 (201-304-0014). Linda Lido **13**

HI-TEK Computer Products Corp., 308 W. Erie, Chicago, IL 60610 (312-787-2000). Sales Dept **28**

High Caliber Systems, 165 Madison Ave., Suite 806, New York, NY 10016 (212-684-5553). Al Schwendtner **12**

Hill Street Publishing, P.O. Box 616, Champaign, IL 61824-0616 (217-352-0033). Mary Auth **11**

HMS Computer Co., 5931 Fairwood Dr., P.O. Box 1707, Minnetonka, MN 55345 (612-452-5928). Bob Nobel **12, 17**

Hubbard Development, P.O. Box 398, Spring Branch, TX 78070 (512-885-4107). Victor Hubbard **25**

Increase your sales, provide superior customer service, and consistently outperform your competition with SIRS.

Automate your sales, marketing, and customer service departments with Sales Information Response System (SIRS™) from Data Systems Support.

SIRS is multi-user enterprise-wide software for database marketing, telemarketing, account management, customer service and support, marketing management, and field sales automation.

SIRS runs on UNIX, XENIX, and AIX operating systems.

To see how SIRS can increase your sales, call DSS today.

DSS

DATA SYSTEMS SUPPORT

1228 SHELLY COURT
ORANGE, CA 92668
(714) 771-0454
Fax (714) 771-3028

Circle No. 109 on Reader Service Card

Close Sales *Quicker!*

PDC Generator!™ is an easy to use program that speeds the process of generating proposals, documents, and contracts by *up to 70%!*

PROPOSAL
DOCUMENT
CONTRACT
GENERATOR

- improve customer service
- cut proposal development time
- reduce sales training time
- reduce mistakes
- improve quality
- reduce time from contact-to-close
- clarify and back up expertise of key people

- security features
- easy to set up and use
- uses existing boilerplate
- LAN, WAN, & modem compatible
- IBM-compatible

(800) 745-1539
toll-free order line

$129
*plus S&H
introductory price
30-day money-back guarantee

© 1991 Performance Management, Inc.

Circle No. 125 on Reader Service Card

SALES & MARKETING SOFTWARE

Hugh Carver Group Inc., 7 Deerpark Dr., Suite E, Monmouth Junction, NJ 08852. (908-274-3400). Todd C. Scofield. **28**

HWA Int'l Inc., 202565 Horizon Lake Dr., Suite 110, Memphis, TN 38133 (901-388-6120 or 800-328-8661). Harry Sullivan. **1**

Hyper Graphics Corp., 308 N. Carroll Blvd., Denton, TX 76201 (817-565-0004 or 800-438-6537). Donna Ward. **30**

IBM Desktop Software, 472 Wheelers Farm Rd., Milford, CT 06460 (800-IBM-7699). Product Information Center. **30**

Idea Works Inc., 607 Jackson St., Columbia, MO 65203 (314-875-5827 or 800-537-4866). **31, 36**

Informatics Group Inc., 100 Shield St., West Hartford, CT 06110 (203-953-4040). Michael Ganci. **30**

Information Management Consultants Inc., 7318 Harrison St., Omaha, NE 68128 (402-592-4544). Dave Foxall. **25**

Information Resources Inc., 150 N. Clinton St., Chicago, IL 60606 (312-726-1221). Brenda Rafferty. **15** Or: 200 5th Ave., Waltham, MA 02254 (617-890-1100). Rob Firmin. **15**. Steve Milmore. **15, 22, 28, 31**

Information Retrieval Methods Inc., 1525 N. Stemmons, Carrollton, TX 75006 (214-242-2312 or 800-533-2312). Tom Williams. **28**

Information Science Assoc., 676 N. St. Claire, Suite 1880, Chicago, IL 60611 (312-787-2723). Lori Torman. **28**

Information Systems Experts Inc., 2950 Van Ness St. NW, Suite 110, Washington, DC 20008 (202-363-1555). Kathleen M. Flynn. **25**

Informix Software Inc., 401 Bohannon Dr., Menlo Park, CA 94025 (415-926-6300 or 800-331-1763). **9**

InfoTouch Marketing, 120 Walton St., Syracuse, NY 13202 (315-426-0515). George Managle. **30**

The InMar Group, 4242 Piedras Dr. E. 78228, San Antonio, TX 78228 (512-733-8999). **2, 10**

Inquiry Intelligence Systems, 12842 Pennridge Dr., Bridgeton, MO 63044 (314-298-0599). Mike Moss. **12**

Inquiry Plus, 814 Eagle Dr., Bensenville, IL 60106 (708-595-5059). Ken Corradini. **34**

Instaplan Corp., 655 Redwood Hwy., Suite 311, Mill Valley, CA 94941 (415-389-1414 or 800-852-7526). Sales Dept. **23, 30**

Intelligent Information Systems Inc., 115 Evergreen Heights Dr., Pittsburgh, PA 15229 (412-931-7600). Debbie Karako. **25**

Inter Active Micro Inc., P.O. Box 478, Bradford, NH 03221 (603-938-2127 or 800-365-3595). Howard Brooks. **25**

Int'l Business Computer Aided Resource Directory Project, 1 Park Place S., Suite 1001, Atlanta, GA 30303 (404-651-2950). Stewart Anderson. **16**

Int'l Conference Management, 7152 SW 47th St., Miami, FL 33155 (305-661-5115 or 800-327-8338). Steve Adler. **19**

Int'l Software Technology Inc., 1112 7th Ave., Monroe, WI 53566 (800-356-0022). John Ditter. **11**

Interpretive Software Inc., 1932 Arlington Blvd., Suite 107, Charlottesville, VA 22903 (804-979-0245). Stewart W. James. **10**

Islandview Assoc. Inc.-MGI, P.O. Box 11087, Richmond, VA 23203 (804-673-5608 or 800-368-3773). Tanya Cole. Jason Surles. **9, 25**

JEB Systems Inc., 32 Daniel Webster Hwy., Suite 12, Merrimack, NH 03054 (800-821-1006). Donna Brack. **1**

JIAN, 127 Second St., Los Altos, CA 94022 (415-941-9191 or 800-346-5426). Sales Dept. **7, 10, 17, 18, 20, 27, 36**

JKL Marketing, 422 Industrial Dr., St. Louis, MO 63043 (314-291-1167 or 800-727-0128). Cliff Langston. **12**

John Deighton, 2103 Marston Lane, Flossmor, IL 60422 (708-798-8993). John Deighton. **14**

John M. Roche & Assoc., 205 Nelson Rd., Scarsdale, NY 10583 (914-472-5497). John M. Roche. **33**

K & A Software, 7 E. Chestnut St., Suite 401, Chicago, IL 60611 (312-642-2982). Emil Lipscomb. **18**

K/M Data Systems Inc., c/o Learning Resources Network, 1554 Hayes Dr., Manhattan, KS 66502 (913-539-5376, 919-370-2130, or 800-678-LERN). Julie Coates. **19**

Key Systems Inc., 4454 Cherokee Rd., Louisville, KY 40204 (502-897-3332 or 800-827-0376). Sales Dept. **1**

Keystone Software Systems, P.O. Box 65818, Salt Lake City, UT 84165 (801-266-3363 or 800-635-5753). Frank Glenn. **25**

Klynas Engineering, P.O. Box 499, Simi Valley, CA 93062 (805-592-1717). Scott Klynas. **13**

Konetix Inc., P.O. Box 17116, Boulder, CO 80308 (303-444-8771 or 800-326-2276). Lester Karplus, Mary Ruskusky. **1, 25**

KV Corp., 4633 Old Ironsides Dr., Suite 328, Santa Clara, CA 95054 (408-988-1828). Sales Office. **7**

Laptop Express, 1250 14th St. Annex, Denver, CO 80202 (303-595-9800 or 800-934-9800). Robert Hamilton. **1**

Lawco Ltd., P.O. Box 2009, Manteca, CA 95336 (209-239-6006). Bill Thompson. **20, 23**

Leadership Development Inc., P.O. Box 2457, Truckee, CA 95734 (916-587-6322 or 800-447-7775). Bob Toliver. **1, 10**

LEADtrack Services, P.O. Box 862215, Marietta, GA 30062 (404-594-7860 or 800-633-4641). Norm Koltyas. **6, 12**

Lincoln Systems Corp., P.O. Box 391, Westford, MA 01886 (508-692-3910). Mike Hardy. **10**

L.M. Nole & Assoc., 3795 Oakdale Ct., Rocklin, CA 95677 (916-624-5795). L.M. Nole. **31**

Logic Design Corp., 1025 S. Moorland Rd., Suite 500, Brookfield, WI 53005 (414-785-1301). Lars Hedman. **19, 28**

Logistics Data Systems Inc., 104 Decker Ct., Suite 200, Irving, TX 75062 (214-541-1537). **15**

Lotus Development Corp., 55 Cambridge Pkwy., Cambridge, MA 02142 (617-577-8500 or 800-343-5414). Sales Dept. **6, 20, 23, 27, 31, 36**

LSW Inc., 8240 Professional Place, Landover, MD 20785 (301-459-2323 or 800-255-4579). Roger Hancock. **12**

M & S Assoc., 131 Dodge St., Suite 1, Beverly, MA 01915-1830 (508-927-1518). Jack Sample. **2, 17**

M & T Publishing Co., 501 Galveston Dr., Redwood City, CA 94063 (415-366-3600 or 800-533-4372). Kelly Nash. **12**

MacMillan Publishing Co., 1171 N. College Ave., Carmel, IN 46032 (800-992-0244) **36**

MacroMind Inc., 600 Townsend, Suite 310W, San Francisco, CA 94103 (415-442-0200). **30**

Management Advisory Services, 2401 Fourth Ave., 3rd Floor, Seattle, WA 98121 (206-441-0500). Tim O'Dell. **29**

Management Control Systems, 5600 Oakbrook Pkwy., Suite 120, Norcross, GA 30093 (404-416-6800). John F. Rilling. **22, 23, 35**

Management Graphics Inc., 1401 E. 79th St., Minneapolis, MN 55425 (612-854-1220) **30**

Management Science Assoc. Inc./Market Science Assoc., 6565 Penn Ave. at Fifth, Pittsburgh, PA 15206-4490 (414-362-2000) **15, 16, 17, 31**

Management Software Inc., P.O. Box 35092, Minneapolis, MN 55439 (612-831-9591). Bob Sliwinski. **1, 10**

MapInfo, Inc., 200 Broadway, Troy, NY 12180 (518-274-8673 or 800-327-8627). Bob Gallo. **13**

Marcomm Industries Inc., 840 Eden Isle Blvd., St. Petersburg, FL 33704 (813-822-3447). **22**

Maritz Marketing Research Inc., 1297 N. Highway Dr., Fenton, MO 63099 (314-827-1610). Randy Hanson. **31**

Market ACTION Research Software Inc., Clarendon Arms, Suite 21, 16 W. 501 Fiftieth St., Chicago, IL 60514-1740 (708-986-0830). Dr. Betsy Goodnow. **18**

Market Metrics, 1857 William Penn Way, Lancaster, PA 17601 (717-397-1500 or 800-233-2949). **25**

Market Power Inc. Computer Innovations, 101 Providence Mine Rd., Suite 104, Nevada City, CA 95959 (916-265-5000 or 800-468-1117). Todd Kingsley. **28**

Market Statistics, 633 Third Ave., New York, NY 10017 (212-984-2381). Robert Katz. **26**

Marketing Data Research, 8103 104th St. SW, Dept. MS, Tacoma, WA 98498 (206-588-4149). Tish Anderson. **15**

Marketing Information Systems Inc., 1840 Oak Ave., Evanston, IL 60201 (708-491-3885 or 800-523-5883). Sales Dept. **25**

Marketing Metrics, 305 Rt. 17, Paramus, NJ 07652 (201-599-0790). Joseph Wyks. **16**

Marketools Inc.-Blanke Industries, P.O. Box 1178, Barrington, IL 60010 (708-381-8636). Jan Blanke. **15**

MarketPlus Software, P.O. Box 2422, Battle Creek, MI 49016-2422 (800-669-5323). C. McFee. **28**

Marketrieve Company Inc., Londonderry Commons 3A, Londonderry, NH 03053 (603-434-0442 or 800-234-MKTP). Edward Lucia. **28**

MarketWare Corp., 80 Prospect St., Cambridge, MA 02139 (617-576-1700 or 800-PLAN-O-GRAM). Lynn Fancher. **22**

MarketWorks Inc., 505 Nevada Street, Sausalito, CA 94965 (415-331-1040 or 800-627-5389). Joshua Diamondstein. **2, 10, 18, 27**

The MarTel Group, 3515 Broadway, Suite 104, Kansas City, MO 64111 (816-531-7776). Kathleen Burke. **32**

Maryland Interactive Technologies, 11767 Owings Mills Blvd., Owings Mills, MD 21117 (301-581-4117). Ralph France. **17**

Mathematical Software Co., 4033 Arcadia Way, Oceanside, CA 92056 (619-940-0343). Allan Easton. **15**

MaxSolutions, 945 Fulton Rd., San Marcos, CA 92069 (619-591-3250). Rodney Palmer. **32**

MaxThink, 2490 Channing, Berkeley, CA 94704 (415-540-5508). Neil Larsen. **36**

McKenzie & Co., 6352 E. Geddes Ave., Englewood, CO 8011 (303-721-6740 or 800-826-8858). Neil McKenzie. **15**

MCP of Niagara Inc., Wurlitzer Common, Suite B, 133 Strad Ave., N. Tonawanda, NY 14420 (716-835-7224). Chris Burke. **2**

ME-DI-CO, 2233 Northwestern Ave., Waukegan, IL 60087 (708-249-1213). Bill Sultan. **32**

Media Research Institute Inc., 9414 N.W. 59th Lane, Gainesville, IL 32606 (904-372-7173). Kent M. Lancaster. **2**

MediaMark Research Inc., 708 Third Ave., New York, NY 10017 (212-599-0444). David Arpin, Jeff Cullen, Erica Phillips. **2, 15**

Mel Long Assoc., 715 N. 21 St., Allentown, PA 18104 (215-433-2588). **2, 22**

Melisco Marketing Inc., 9719 Ensley Lane, Leawood, KS 66206-2246 (913-642-5005 or 800-642-5045). **5**

Merle Systems Inc., 160 Mt. Vernon St., Suite A-4, Boston, MA 02125 (617-282-1846). Steve Winer. **25**

Metron Inc., 1191 Freedom Dr., Reston, VA 22090 (703-787-8700). Mike Brennan. **33**

MG Software, 4801 Spring Valley Rd., Suite 11413, Dallas, TX 75244 (800-800-9565). Malcolm Gilvar. **34**

Micro Planning Int'l Inc., 655 Redwood Hwy., Suite 311, Mill Valley, CA 94941 (415-389-1420 or 800-852-7526). Sales Dept. **23**

MicroMaps Software Inc., P.O. Box 757, Lambertville, NJ 08530 (609-397-1611 or 800-334-4291). Barbara Fordyce. **9**

MicroMega, 832 Baker St., San Francisco, CA 94115 (415-346-4445). Chick Bornheim. **1**

Microtab Inc., 5825 Glenridge Dr., Suite 210A, Atlanta, GA 30328 (404-847-0605). Larry Hills. **23, 31**

MINDLINK Inc., Box 247, North Pomfret, VT 05053 (802-457-2025). Loredo Sola. **20**

Minitab Inc., 3081 Enterprise Dr., State College, PA 16801 (814-238-3280 or 800-448-3555). Maureen McCullen. **15**

Mr. Software Inc., 225 W. 34th St., Suite 1401, New York, NY 10001 (212-947-6272 or 800-677-6389). Mitchell James. **12**

Modatech Systems Inc., 1681 Chestnut St., Vancouver, British Columbia, Canada V6J 4M6 (604-736-9666). Bob Jurik. **1**

National Demographics & Lifestyles, 1621 18th St., Denver, CO 80202 (303-292-5000 or 800-525-3533). Bill Schneider. **15**

National Management Systems, 1945 Old Gallows Rd., Suite 206, Vienna, VA 22182 (703-827-0797). **1, 7, 28**

National Planning Data Corp., P.O. Box 610, Ithaca, NY 14851 (607-273-8208). Dana Simmons. **14, 15**

National Technology Services, P.O. Box 4433, Cherry Hill, NJ 08034 (609-235-8500). Jeff M. Siegel. **7**

NCSS Inc., 329 N. 1000 East, Kaysville, UT 84037 (801-546-0445). **13**

Nelson Business Systems Inc., 7823 Capwood Ave., Tampa, FL 33637 (813-989-8072). Jackie Nelson. **5**

Neuralytic Systems, 1320 Ash St., Palo Alto, CA 94306 (415-321-3777). Rob Schwartzberg. **10**

New England Software, Greenwich Office Park #3, Greenwich, CT 06831 (203-625-0062 or 203-625-0714). Ken Thon. **9**

Newton Technology Inc., 73 Lexington St., Newton, MA 02166 (617-630-0145 or 800-835-3031). Jennifer Roche. **13**

Noguska Industries, 741 N. County Line St., Fostoria, OH 44830 (419-435-0404). Norman Gibat. **5**

Norman R. Sutherland & Assoc.,Inc. 6290 Sunset Blvd., Suite 1126, Los Angeles, CA 90028 (213-463-5090). Norman Sutherland. **8, 17**

Northwest Source Group, 13975 Interurban Ave. S., Tukwila, WA 98168 (206-244-6205). Craig Schweikart. **24**

Odesta Corp., 4084 Commercial Ave., Northbrook, IL 60062 (708-498-8852 or 800-323-5423). **1**

On Target, 3430 Jarvis Ave., San Jose, CA 75118 (408-269-8430). George O'Hanlon. **12**

On The Go Software, 330 Washington St., Suite 400, Marina Del Rey, CA 90292 (213-578-9595 or 800-252-9955). Robert Crumpler. **35**

OnDisk, P.O. Box 800457, Houston, TX 77280-0457 (800-654-3146). James Hollingsworth. **17**

Orderit!, 763 New Ballas Rd. S., St. Louis, MO 63141 (314-432-7205). John Levis. **28**

Owl Int'l Inc., 2800 156th St. SE, Bellevue, WA 98007 (206-747-3203 or 800-344-9737). **30**

P-STAT Inc., 271 Wall St., P.O. Box AH, Princeton, NJ 08542 (609-924-9100). Sebbie Buhler. **31**

Pagex Systems, Inc., 77 W. Sheffield Ave., Englewood, NJ 07631 (201-871-0800). Bob Sieminski. **5**

Palo Alto Software, 260 Sheridan Ave., Suite 219, Palo Alto, CA 94306 (800-229-PLAN). **27**

Para-Tech Systems Co., 100 W. Monroe St., Suite 705,

This publication is included in a reference system from Information Access Company in one or more of the following formats:

CD-ROM, microfilm, online

Name

Company

Address

City

State/Country

Zip

Phone

Name of publication

For information regarding availablity of this publication in Information Access Company products, call toll free 800/227-8431 (U.S. only) or 415/378-5000 or send this form to:

Information Access Company
Rights & Permissions Dept.
362 Lakeside Drive
Foster City, CA 94404

Information Access COMPANY

Get Better Results!

from your sales automation efforts

The **Sales Automation Association** is the only trade association dedicated to supporting suppliers and users of sales automation. To help reach your goals, we offer:

Guide to Implementing Sales Automation.
A first! Landmark, comprehensive overview of the complete process of sales force automation. 300+ pages. Members: $99. Non-members: $129.
"Very impressive." Thayer Taylor, Sales & Marketing Management Magazine

Sales Software Suppliers Directory.
Time-saving and detailed. Company profiles, software descriptions, prices, hardware req'd. 500+ pages. Members: $99. Non-members: $129.
"Comprehensive . . . Only one of its kind." Parris Jones, The Upjohn Co.

SAA Membership. Benefits include SAA newsletter, early notification of SAA activities, contact with other professionals. Annual dues: $99. *"Incredible value for anyone seriously interested in sales automation." Peter Rouse, Texas Instruments*

Call or FAX your order. S+H additional. P.O., MC/Visa accepted.
phone: (313) 278-5655 FAX: (313) 278-0111

© 1991 Sales Automation Association

SALES & MARKETING SOFTWARE

Chicago, IL 60603 (312-855-9596, 815-877-4255, or 800-628-2828). Rudy Allison. **35**

Parker Marketing Research, Southampton Sq., 7414 Jager Court, Cincinnati, OH 45230 (513-232-1800). Mike Kosinski. **18**

PATHFINDER Advanced Computing Technology Inc., 6621 Southpoint Dr. N., Suite 310, Jacksonville, FL 32216 (904-296-1685 or 800-727-PATH). Steve Rausch. **25**

Paul Guggenheim & Assoc Inc., 601 Skokie Blvd., Northbrook, IL 60062 (708-498-2299). Paul Guggenheim. **12**

PC Globe Inc., 4700 S. McClintock, Tempe, AZ 85282 (800-255-2789). Customer Service Dept. **13**

PC Software, 11627 Calamar Ct., San Diego, CA 92124 (619-571-0981). **30**

Peak Technologies, 886 Englewood Ave., Buffalo, NY 14223 (716-873-2556). Bruce E. Blackwell. **32**

Pendragon Technology Inc., 1545 East Ave., Rochester, NY 14610 (716-244-3415). Fred Young. **28**

Peopleware Inc., 1715 114th Ave. SE, #212, Bellevue, WA 98004 (206-454-6444 or 800-869-7166). Keith Gaben. **5, 19**

Performance Management Inc., 733 Academy St., Kalamazoo, MI 49007 (616-343-3700 or 800-745-1539). Paul Selden. **7**

Performer Systems Inc., 9690 Telstar Ave., Suite 224, El Monte, CA 91731 (818-575-3188). Sales Dept. **20**

Personal Awareness Systems Inc., 307A Bridgeway, Sausalito, CA 94965 (415-331-3900 or 800-314-2511). Corey Smith. **10**

Peter J. Moore & Assoc., Four Mile Canyon, Boulder, CO 80302-9742 (303-449-1908). Peter J. Moore. **5**

Phil Nakata & Assoc., P.O. Box 373, Narberth, PA 19072 (215-473-6599). Phil Nakata. **7, 25**

Phoenix Solutions Inc., 480 2nd St., San Francisco, CA 94107 (415-495-7440). **19, 34**

PictureWare Inc., 5400 NW Grand Blvd., Oklahoma City, Oklahoma 73112 (215-667-0880). Greg Patton. **9, 30**

Pinpoint Systems, 221 Main St., Suite 700, San Francisco, CA 94105 (415-543-8290 or 800-456-5515). Kevin Colosimo. **5**

Pizzano & Co. Inc., 800 W. Cummings Park, Woburn, MA 01801 (617-935-7122). Helen Chen. **21, 27**

Planning Works Inc., 6665 Huntley Rd., Columbus, OH 43229 (614-436-5300). Judy Pennybacker. **12**

Polaris Software, 1820 S. Escondido Blvd., Suite 102, Escondido, CA 92025 (619-743-7800 or 800-338-5943). Sales Dept. **20**

Popular Programs Inc., 6915 La Granada, Houston, TX 77083 (713-530-1195 or 800-447-6787). Doug Morgan. **20**

Portfolio Systems, 21 E. Market St., Rhinebeck, NY 12572 (914-876-7744 or 800-729-3966). Donna Stanley. **20**

Prism Systems Inc., P.O. Box 40968, Indianapolis, IN 46240 (317-872-4808). **12, 28, 32**

PRISMA Software, 2301 Clay St., Cedar Falls, IA 50613 (800-373-0241). Sales Dept. **1**

Productive Access, 21087 Carlos Rd., Yorba Linda, CA 92686 (714-970-1130). John Doyle. **16**

Profidex Corp., 80 Park Ave., Hoboken, NJ 07030 (201-420-3700 or 800-229-8353). Steve Haber. **32**

Profiles Int'l, 2350 Airport Freeway, Suite 200, Bedford, TX 76022 (817-354-1704). Mike Abramson. **10**

Profit Management Systems, 9800 4th St. N, Suite 204, St. Petersburg, FL 33702 (813-578-0190 or 800-229-PMS). Robert DeLoach. **28**

Profit Planning Group, 1877 Broadway, Suite 501, Boulder, CO 80302 (303-444-6212). Al Bates. **30**

PRO/TEM, 37 El Camino Real 389, Palo Alto, CA 94306 (415-323-4083 or 800-533-6922). **25**

PSRC Software, Bowling Green State Univ., 137 CPOB, Bowling Green, OH 43403 (419-372-2497). B.J. Fisher. **16, 31**

Publishing Int'l, P.O. Box 70790, Sunnyvale, CA 94086-0790 (408-738-4311). Diane Aldrich. **5**

Pulse Analytics Inc., 152 Jeffer Ct., Box 116, Ridgewood, NJ 07450 (201-447-1395). Stan Cohen. **16**

QQQ Software, 302 N. Irving St., Arlington, VA 22201 (703-528-1288). Pam Weeks. **31**

Quantic Corp., 84 Scudder Pl., Northport, NY 11768 (516-261-4938). David Linker. **35**

Quantime, 545 8th Ave., 18th Fl., New York, NY 10018 (212-268-4800). Alan Kitty. **7, 16, 31, 32**

Quantum Consulting, 2030 Addison St., Berkeley, CA 94704 (415-540-7200). James Dueltgen. **16**

Quest Management Systems, 2301 W. Big Beaver Rd., Suite 318, Troy, MI 48084 (313-643-4555). **15**

RAVIS, P.O. Box 232, Madison, NJ 07940 (201-455-0228). Robert Gorman. **1, 28**

RealWorld Corp., 282 Loudon Rd., P.O. Box 2051, Concord, NH 03302-2051 (603-224-2200). End-User Referral Dept. **28**

Remedy Software, P.O. Box 173, Belmont, MA 02178 (207-985-9115). Fred Jacobson. **28**

Remote Control Int'l, 5928 Pascal Ct., Carlsbad, CA 92008 (619-431-4000 or 800-992-9952). Gerald Chamales. Sales Dept. **1**

Representative Systems Inc., 6947 Coal Creek Pkwy. SE, Suite 360, Renton, WA 98056 (206-235-8698 or 800-433-4965). Scott Bannister. **22**

Resource Management Simulations, P.O. Box 11802, Santa Ana, CA 92711 (714-544-8872). Stephen H. Goldthorpe. **13**

Resource N Inc., 721 Lowell St., Carlyle, MA 01741 (508-369-0288). John Redding. **27**

Retail Concepts Inc., 3240 Christy Way, Suite 1, Saginaw, MI 48603 (517-799-3000 or 800-842-2978). Matt Crews. **5**

Revolution Software Inc., 310 Rt. 24, Chester, NJ 07930 (908-879-8703). **35**

Richmond Technologies & Software Inc., 420-6400 Roberts St., Burnaby, British Columbia, Canada V5G 4C9 (604-299-2121 or 800-663-2030). Celia Virus. **1**

The Right Brain Inc., 4263 Brigadoon Shoreview Dr., Minneapolis, MN 55401 (612-334-5620). Kristin Jacobson. **17**

RightNICHE Inc., 315 First Ave. So., Suite 2, Seattle, WA 98104 (206-583-2338). Ron Hansen. **25**

R.J. Davey & Co., 102 Commons Ct., Chadds Ford, PA 19317 (215-358-1449). Robert J. Davey. **28**

RJL Systems, 106 New Haven Ave., Milford, CT 06460 (203-878-0376). Jim LaVerme. **28**

Robinson Assoc. Inc., 500 S. Roberts Rd., Bryn Mawr, PA 19010-1137 (215-527-3100). Dr. Bruce Kossar, John Robinson. **2, 16, 31**

Round Lake Publishing, 31 Bailey Ave., Ridgefield, CT 06877 (203-438-5255). Hank Lelicart. **25, 36**

RPI Inc., 7929 Liberty Rd., Baltimore, MD 21207 (301-655-8858). Al Ruppel. **12**

RRJ Assoc., 13930 W. Cedar Pl., Golden, CO 80401 (303-278-7025 or 800-765-4775). Roger Johnson. **12**

The Sachs Group, 1800 Sherman Ave., Evanston, IL 60201 (708-475-7526 or 800-366-PLAN). Janet Guptill. **21, 27**

SaleMaker Corp., 59 Stiles Rd., Salem, NH 03079 (603-893-2422). Robert Morton. **28**

Sales & Marketing Systems Inc., 1950 Old Gallows Rd., Suite 300, Vienna, VA 22182 (703-790-3222 or 800-832-0030). Lynne Clifford. **25, 28, 32**

Sales Implementation Systems, 20771 Catamaran Lane, Huntington Beach, CA 92646 (714-841-1134). Kenneth Legg. **12**

Sales Management Systems Inc., 1420 N.W. Gilman Blvd., Suite 2127, Issaquah, WA 98027 (206-391-0710 or 800-444-9945). Paul L. Grondal. **1,**

Sales Technologies, 3399 Peachtree Rd. NE, Atlanta, GA 30326 (404-841-4000). Gayle Baxter-Mitrano. **33**

SalesFacs Inc., P.O. Box 1643, Decatur, AL 35602-1643 (205-351-6870). Huey J. Hall. **28**

Saleslink Systems, 1840 Oak Ave., Evanston, IL 60201 (708-866-0400 or 800-523-5883). Mark Smith. **33**

SALESPRO Int'l, 2 Brentwood Commons, Suite 150, 750 Old Hickory Blvd., Brentwood, TN 37204-2008 (615-371-6187). Sales Dept. **25**

The Salinon Corp., 7424 Greenville Ave., Suite 115, Dallas, TX 75231 (214-692-9091). Mike Carr. **2, 24, 28**

Salmon Systems, 700 112th Ave., Seattle, WA 98004 (206-441-8100). John Hendricks. **28**

Sammamish Data Systems, 1813 130th Ave. NE, Suite 218, Bellevue, WA 98005 (206-867-1485). **13, 33**

Saratoga Systems,Inc., 1550 S. Bascom Ave., Suite 330, Campbell, CA 95008 (408-371-9330). Al Smith. **1**

SAS Institute Inc., SAS Campus Dr., Cary, NC 27513 (919-677-8000). Software Sales. **28**

Sawtooth Software, 1007 Church St., Evanston, IL 60201 (708-866-0870). Suzanne Weiss. **14, 16**

Saxe Research, 5248 Pizzo Ranch Rd., La Canada, CA 91011 (818-952-2446). Robert Saxe. **31**

SBT Corp., 10533 W. National Ave., W. Allis, WI 53227 (414-327-7782). **25**

Scarsdale Marketing Co., Harwood Bldg., Suite 415, Scarsdale, NY 10583 (914-725-5445). Robert Wals. **18**

Scherrer Resources Inc., 8200 Flowertown Ave., Suite 2, Wyndmoor, PA 19118 (215-836-1830 or 800-950-0190). Donna Farmer. **1,**

Scientific Computing Assoc., Lincoln Center, Suite 106, Lisle, IL 60532 (708-960-1698). William Lattyak. **27, 31**

The Scientific Press, 651 Gateway Blvd., Suite 1100, South San Francisco, CA 94080-7014 (800-451-5409). Katharine Whipple Vestri. **10, 18**

Scott Computing Systems, 2780 Bert Adams Rd., Atlanta, GA 30339 (404-432-7000 or 800-241-7576). Peggy Stevens. **25**

Scott Smith, 660 TNRB, Brigham Young Univ., Provo, UT 84602 (801-378-5569). Scott Smith. **31**

SDG Decision Systems, 2440 Sand Hill Rd., Menlo Park, CA 94025-6900 (415-854-9000 or 800-852-1236). Decision Education Center. **15**

Sector Systems Co. Inc., 416 Ocean Ave., Marblehead, MA 01945 (617-639-2625). Customer Service. **19**

Select Marketing Inc., 9020-II Capitol of Texas Hwy. N., Suite 400, Austin, TX 78759 (512-345-1145 or 800-333-3383). Gary Skidmore. **17**

Select Media, 1111 Third Ave. S., Suite 112, Minneapolis, MN 55404 (612-339-3844 or 800-288-3844). Douglas J. Denny. **2**

Silicon Beach Software Inc., 9770 Carroll Center Rd., Suite J, San Diego, CA 92126 (619-695-6956). Macintosh Software Dealers. **9, 30**

Silton-Bookman Systems, 20410 Town Center Lane, Suite 280, Cupertino, CA 95104 (408-446-1170). Christina McCarthy. **10**

Simple Software Int'l, 845 South Rd., Poughkeepsie, NY 12601 (914-297-5868). **28**

SKOPOS Corp., 4966 El Camino Real, Suite 216, Los Altos, CA 94022 (415-962-8590). **10, 16**

The power to overcome.

With a little help from you and a lot of determination, millions of people are now doing some extraordinary things. Like walking, talking and laughing.

Give the power to overcome. Support Easter Seals.

Easter Seals

Slattery Software, P.O. Box 86868, San Diego, CA 92138-6868 (619-560-0644) Brett Slattery **21**

SmartSoftware Inc., 4 Hill Rd., Belmont, MA 02178 (617-489-2743 or 800-SMART99) Ellen Fletcher **27**

SNAP Software Inc., 175 Canal St., Manchester, NJ 03101 (603-623-5877) Carol Jacobs **1**

The SoftPro Group, 12922 Hasbrook Dr., St. Louis, MO 63146 (314-576-7656) James C. Valashin **1**

Soft Solutions Inc., 2900 Chamblee-Tucker Rd., Bldg. 12, Atlanta, GA 30341 (404-457-9400) Bill Rumpp **1**

The Software Butler, P.O. Box 25384, Rochester, NY 14625 (716-244-6300) Nancy Arrasmith **24, 29, 30**

Software Complement, 8 Pennsylvania Ave., Mechanicsburg, PA 18336 (717-691-2492) Karen L. Cohen **9, 12**

Software of the Future Inc., P.O. Box 531650, Grand Prairie, TX 75053 (214-264-2626 or 800-765-7355) Sandra Keathly **25**

Software Publishers, 1901 Landings Dr., Mountain View, CA 94039 (415-962-8910) Kathy O'Keefe, Lizanne Haygood **13, 30**

Software Science Inc., The Research Group, 100 Valley Dr., Brisbane, CA 94005 (415-571-3019) Max Wennyb **32**

Softworks Inc., 7700 Old Branch Ave., Suite 206 E, Clinton, MD 20735 (301-856-1892) Dave Underwood **12**

Solar Additions Inc., P.O. Box 241C, Rt. 40, Greenwich, NY 12834 (518-692-9673 or 800-833-2300) Lee Stanley **28**

SourceMate Information Systems Inc., 20 Sunnyside Ave., Mill Valley, CA 94941 (415-381-1011 or 800-877-8896) Sales Dept **1**

SPAR/Burgoyne, 580 White Plains Rd., Tarrytown, NY 10591-5106 (914-332-4100) Pat Fiorko **24**

Spaulding Software Inc., 154 Technology Pkwy., Suite 250, Norcross, GA 30092 (404-449-1634) Dick Hays **28**

Spinnaker Software Corp., 201 Broadway, Cambridge, MA 02139-1901 (617-494-1200) Sales Dept **4, 9, 20, 30, 36**

Spring Systems Inc., P.O. Box 10073, Chicago, IL 60610 (312-275-5273) John Pavlovic **9, 31**

SPSS Inc., 444 N. Michigan Ave., Chicago, IL 60611 (312-329-2400) Kieran Ferraro **31**

Stanford Business Systems Inc., 400 Corporate Pt., Suite 415, Culver City, CA 90230-7615 (213-417-4940) Amin Shahidi **12**

Star Software Systems, 363 van Ness Way, Torrance, CA 90501 (213-533-1190 or 800-242-STAR) Sales Dept **20**

Statistical Innovations Inc., 375 Concord Ave., Belmont, MA 02178 (617-489-4492) Frank Derrick **31**

StatPac Inc., 3814 Lendale Ave. S., Minneapolis, MN 55409 (612-822-8252) Pam Bike **31**

Stolzberg Research Inc., 3 Seabrook Ct., Stony Brook, NY 11790 (516-751-4277) Dr. Mark Stolzberg **16**

Strat*X Int'l, 222 Third St., Cambridge, MA 02142 (617-494-8282 or 800-541-9585) Debbie Lavender **10**

Strategic Management Group Inc., 3624 Market St., Univ. City Science Center, Philadelphia, PA 19104 (215-387-4000) James Brodo **10**

Strategic Mapping Inc., 4030 Moorpark Ave., Suite 250, San Jose, CA 95117 (408-985-7400) **13**

Street Map Software, 1014 Boston Circle, Schaumburg, IL 60193 (708-529-4044) Lynn Barton **7**

Streetwise Computing, 128 Rogers St., Cambridge, MA 02142 (617-868-9151 or 800-248-7577) Richard W. McGravey **8**

STSC Inc., 2115 E. Jefferson St., Rockville, MD 20852 (301-984-5123 or 800-592-0050) Rosemary Zimnach **31**

Suburban Software, 579 Franklin Tpke., Ridgewood, NJ 07450 (201-652-8085) Bill Bartlett, Pat Humes **16** ►

EMIS

Sales & Marketing Systems

Ready.

A ready-to-use database program which can be installed and mastered quickly and easily.

Flexible.

Described as "unlimited" by software reviewers. EMIS will meet your company's needs today and tomorrow.

Custom.

Your company is unique. EMIS will accommodate your individual requirements.

Call For Free New Demo (800) 658-1000

Meeting the needs of your company is what EMIS does best. Quickly automate your business with minimal effort and maximum growth potential.

EMIS
SOFTWARE, INC.

901 NE Loop 410, Suite 526
San Antonio, Texas 78209
(512) 822-8499

ASIS

AUTOMATED
SALES
INFORMATION
SYSTEM

THE NEXT GENERATION OF SALES AUTOMATION

that meets the needs of Sales, Marketing, Management and Data Processing Personnel.

- Built on a 4GL Relational Data Base
- International Translation
- Crash Proof Recovery
- Unlimited User-Definable Fields
- On-line help facility
- 5 Levels of Security
- Import/Export Data Files
- Runs on Micro, Mini, LAN, UNIX and Mainframe
- Built-in Calculator, Daily Planner and Notepad

HMA INTERNATIONAL SOFTWARE SOLUTIONS
2565 HORIZON LAKE DR., SUITE 110
MEMPHIS, TENNESSEE 38133

(800) 328-8661

Circle No. 118 on Reader Service Card

SALES & MARKETING MANAGEMENT magazine

BACK ISSUES & REPRINTS

To order back issues—
Call (212)984-2397.
Back issues, when available, cost $5 each.

To order a single reprint—
Call 313-761-4700
Ask for Department 533.

To order multiple reprints—
Call (201)423-3600.

Glossy, full-color reprints are available in large quantities. They're ideal for sales ammunition, training program materials and presentations.

SALES & MARKETING SOFTWARE

SumQuest Survey Software, 350 Victoria St., Toronto, Ontario, Canada M5B 2K3 (416 599-0404). Ross Macnaughton. **16**

Symantec Corp., 10201 Torre Ave., Cupertino, CA 95014 (408 253-9600 or 800 228-4122). Sales Group. **23, 27**

Symmetry Corp., 8603 E. Royal Palm Rd., Suite 110, Scottsdale, AZ 85258 (602 998-9106 or 800 624-2485). Samantha Kirk, Tom Reahid. **20**

Sysmark Information Systems Inc., 49 Aspen Way, Rolling Hills Estates, CA 90274 (213 544-1974). Dave Taylor. **11, 28**

SYSTAT Inc., 1800 Sherman Ave., Evanston, IL 60201 (312 864-5670). Leah King. **9, 31**

System Dynamics, P.O. Box 4031, Santa Barbara, CA 93140 (805 963-9626). Gordon Feingold. **19**

System Vision Corp., P.O. Box 281857, San Francisco, CA 94128 (415 355-7308). Virginia Tormey. **25**

Syzygy Development Inc., 555 Triangle Pkwy., Suite 320, Norcross, GA 30092 (404 662-5362). **28**

Tactics Spa Inc., Tactics Int'l Ltd. Inc., 16 Haverhill St., 3rd Floor, Andover, MA 01810 (508 475-4475 or 800 WAR ROOM). Robert Keisling. **29**

Target Microsystems Inc., 1852 Blacks Rd., Hebron, OH 43025 (614 928-2276 or 800 SELLPRO). Don Ridgeway. **12, 28**

TARP Information Systems, 309 E. Main St., Suite 204, Salisbury, MD 21801 (301 546-2223). Dr. John Anton, Susan Lewis. **11**

TBX Inc., 106 Woodcrest Dr., Rome, GA 30161 (404 234-4260). Tom Boylan. **2, 16, 22**

TCI Software, 6107 W. Mill Rd., Flourtown, PA 19031 (215 836-1406). Rob Davidson. **1, 5, 28**

Telemarketing Concepts, 2820 Chowen Ave. S., Minneapolis, MN 55416 (612 927-9014). John C. Baron. **32**

Telemarketing Inc., 3801 86th Ave. N., Minneapolis, MN 55369 (612 420-8551). John Meegan. **32**

TeLeVell Inc., 169th S. Main St., Milpitas, CA 95053 (408 956-0511). Catherine Courselle. **28**

Telmar Information Services, 902 Broadway, New York, NY 10010 (212 460-9000). Julie Wasserman. **2**

Terralogics Inc., 20114 Daniel Webster Highway S., Nashua, NH 03060 (603 889-1800). Matt Goldworm. **13, 37**

Tetrad Computer Applications Ltd., 1445 W. Georgia St., Vancouver, British Columbia, Canada V6G 2T3 (604 685-2295. In Canada 800 663-1334). Wilson Baker. **15**

Thoughtware Inc., P.O. Box 011151, Miami, FL 33101-1151 (305 854-2318). Elizabeth Hasam. **1, 10**

Time/Design, 265 Main St., Acton, MA 01001 (800 637-9942). Miles Babcock. **20**

Topitzes & Assoc., 6401 Odana Rd., Madison, WI 53719 (608 273-4300 or 800 233-9767). Kathleen Riddaugh, Jennifer Wagner. **19**

TravelTrak, P.O. Box 53152, Atlanta, GA 30355 (404 351-2162). Joyce Wise. **35**

Travis DataTrak, 42 Pleasant St., Watertown, MA 02172 (617 964-8960 or 800 234-TRAK). Lori Untener. **32**

Trendware Corp., P.O. Box 2285, Huntington, CT 06484 (203 926-1116). **28**

Tribase Systems Inc., 675 Morris Ave., Springfield, NJ 07081 (201 376-9000). Michael Sheveley. **32**

Transoft Inc., 1933 Cliff Dr., Suite 1, Santa Barbara, CA 93109 (805 564-3386). Sales Dept. **9, 24, 25**

TTG Inc., 10 State St., Woburn, MA 01801 (617 932-6500). David Pinals. **13**

TYDAC Technologies, 1655 N. Fort Myer Dr., Suite 500, Arlington, VA 22209 (703 522-0773). Ben Dellavedova. **13**

Unitrac Software Co., 229 E. Michigan Ave., Kalamazoo, MI 49007 (616 344-0220 or 800 456-8722). Trish Sanchez. **12**

Urban Decision Systems Inc., 2040 Armacost Ave., Los Angeles, CA 90025 (213 820-8931 or 800 633-9568). **13**

U.S. Data on Demand Inc., Rd. 1, Box 445D, McConnellsburg, PA 17233 (717 485-5630 or 800 352-7352). Sales Dept. **25**

User Friendly Data Systems Ltd., American Square Bldg., Suite 110, Upper Darby, PA (215 734-0588 or 800 486-9465). Sales Dept. **33**

User-Friendly Software Inc., 8282 Western Way Circle, Suite 119, Jacksonville, FL 32256 (904 448-5215). E.L. Fisher. **28**

User Intelligent Technologies Inc., P.O. Box 110814, Carrollton, TX 75006 (214 492-6697). **28**

Valor Software, 4840 Pebble Glen Dr., San Jose, CA 95129 (408 559-1100). Sales Dept. **1**

Varteck Int'l, 25 S. Livingston Ave., Suite A, Livingston, NJ 07039 (201 740-1750 or 800 777-2663). Peter Young. **20**

Ventura Software Inc. (a Xerox Co.), 15175 Innovation Dr., San Diego, CA 92128 (619 673-7671 or 800 822-8221). Sales Dept. **4**

VisionBase Inc., 380 Foothill Rd., Bridgewater, NJ 08807 (908 218-0900). Kevin Moran. **30**

Visual Business Systems, 380 Interstate N., Suite 190, Atlanta, GA 30339 (404 956-0325). **9**

VoCal Telecommunications, 77 W. Las Tunas Dr., Suite 202, Arcadia, CA 91007 (818 447-9425). Ron Emerling. **6**

Vocam Systems (a Pitney Bowes Co.), 10800 Lyndale Ave. S., Bloomington, MN 55420 (612 888-4890). Dale Peterson. **22**

Wedge Marketing Communications, P.O. Box 747, Lake Arrowhead, CA 95352 (714 337-6770). Chuck Raymond. **12, 28**

Westchester Distribution Systems, P.O. Box 324, Scarsdale, NY 10583 (914 723-5230). Martin Schneider. **11, 27**

Westware Inc., 10148 Diamond Head Ct., Spring Valley, CA 91977-5317 (619 660-0356 or 800 869-0811). Dave Weston. **1**

White Crane Systems, 8560 Holcomb Bridge Rd., Suite 103-W3, Alpharetta, CA 30202 (404 594-8180). Customer Support. **36**

William R. McHugh Inc., P.O. Box 656, Covington, LA 70434 (504 892-6736). William R. McHugh. **19**

Winsight Inc., 601 Ewing St. B-7, Princeton, NJ 08540 (609 924-1001). **1, 10, 15, 17, 19, 20, 22, 23, 24, 25, 28, 29, 33**

WordMARC Int'l Corp., 940 East Meadow Dr., Palo Alto, CA 94303 (415 813-8989 or 800 835-2400). Celine Cebedo. **36**

WordPerfect Corp., 1555 N. Technology Way, Orem, UT 84057 (801 225-5000 or 800 451-5151). Information Services Dept. **4, 6, 30**

Working Computer, 4755 Oceanside Blvd., Oceanside, CA 92056 (619 945-9334 or 800 334-2001). Lisa Waggoner. **2**

Xcelsoft Inc., 220 Dogwood Ave., Melbourne Beach, FL 32951 (407 725-3594). Gary Kronengold. **7, 25**

XYZT Computer Dimensions Inc., 150 Broadway, Suite 1001, New York, NY 10038 (212 608-6655). **11, 28**

Zenographics, 4 Executive Circle, Suite 200, Irvine, CA 92714 (714 851-6352). Cynthia Hartwell. **9**

Zone1 Inc., 382 Nalley Dr., Suite 101, Stone Mountain, GA 30087 (404 381-8659). **24**

ZS Assoc., 1800 Sherman Ave., Suite 700, Evanston, IL 60201 (708 492-3600). **13, 28**

ZSoft, 450 Franklin Rd., Suite 100, Marrietta, GA 30067 (404 428-0008). Sales Dept. **4, 9**